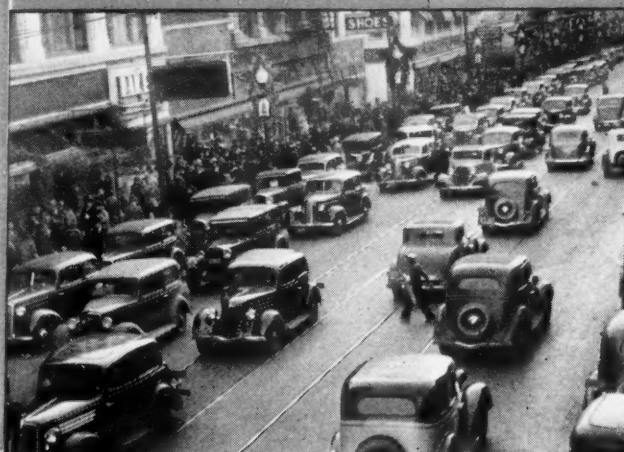


# *Southwest* **BUSINESS**

DECEMBER  
1937

**20**  
CENTS

*Published at Dallas in the interest of the Southwest since 1922*



(Photography: Santa Claus fills Uncle Sam's sock with Southwestern wealth, by Paul Clegg; Christmas shopper, by Clegg; Street scene, by Dennis Hayes)

## *In This Issue . . .*

**Denning Re-elected by Acclamation; Dallas' Merchandise Warehouses;  
It's Tourist Time on the Rio Grande; The Oil Month in Review**



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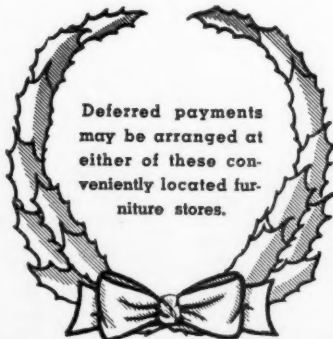
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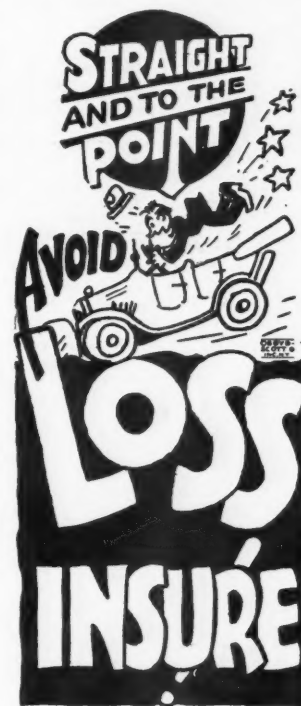
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THE DALLAS CHAMBER OF COMMERCE  
in the Interest of the Great Southwest

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DALLAS, TEXAS

## DALLAS *the City of OPPORTUNITY*

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Dallas is in the center of this productive area and is ideally situated for industry and commerce.

THIS ISSUE OF *Business* WAS PRINTED BY





# Southwest BUSINESS

VOLUME 16

DECEMBER 1937

NUMBER 11



L. B. Denning, President

L. B. DENNING, 1937 president of the Dallas Chamber of Commerce, was reelected by acclamation at the first meeting of the board of directors following the annual election December 7. C. F. O'Donnell and E. P. Simmons were reelected vice presidents, and W. J. Morris was elected to one of the vice presidencies to replace Hugo W. Schoellkopf, vice president whose term as director had expired.

Mr. Denning begins his second administration with the inspiration and challenge of the most successful membership meeting in the Chamber's history. More than 1,300 men and women attended the "old time Dallas rally" the night of December 7, a gathering for which the largest meeting hall in downtown Dallas was inadequate. Tomorrow's Dallas was the theme of the meeting, which presented business leaders in five-minute discussions of the big issues before the city. Dr. George W. Truett closed the meeting with a plea for a united citizenship stimulated by "the tonic of great tasks."

The spirit of the rally was retained at the first meeting of the new board of directors. At the meeting, Ernest Tennant moved that the board forego the proce-

cedure of naming a committee to nominate officers for 1938, and that Mr. Denning be reelected president by acclamation. With Mr. Tennant presiding, the board adopted his motion, and then proceeded to reelect by acclamation Mr. O'Donnell and Mr. Simmons, and to name Mr. Morris to the other vice presidency.

Mr. Denning told the board that the membership meeting had surpassed his "fondest dreams," and that he is confident Dallas "is in the mood for great undertakings—and great achievements."

Typical of the comment which followed the Chamber's meeting was this editorial, entitled "Dallas Gets Together," from the *Dallas Journal*:

"The crowd that came out to the Chamber of Commerce banquet Tuesday night is still the talk of the town. Nothing like it has been seen hereabouts, so far as the oldest inhabitant can recall. The gentlemen in charge asked for a thousand, but thirteen hundred came.

"If it had been a fight, everybody would understand it—a fight always draws a crowd. But this meeting was no melee between the people on one side of the tracks with those on the other. All parts of Dallas came together as one. That

## Denning Reelected by Acclamation

is the amazing thing about it—there were no sore toes, no chips on shoulders, no grudges in the nursery.

"It really looks as if all Dallas is to be united as never in the history of the community. We can do things with a spirit like that. We can do big things. We shall—and we will."

The *Dallas Morning News* commented that "Dallas spirit will attain Dallas goals as Dallas spirit has done in the past. Nothing in Tuesday's meeting can have been more significant than the tremendous response to the call, the packed dining hall and the evidence that Dallas is putting its shoulder to the wheel of 1938."

Significantly, the *Dallas Times Herald* stated in another editorial: "The growth of Dallas has been due . . . to the aggressiveness of civic, business, industrial and financial leadership. Today the essential function of the Chamber of Commerce is to inspire and coordinate leadership."

"The Chamber of Commerce happens to be the one organization through which a united support of projects that are desirable can be mobilized," declared L. W. Bailey, editor of *The Dallas Dispatch*, in his column, "Think It Over."

The *Times Herald* voiced the congratulations of Dallas on the Chamber's record of achievements: "Congratulations are due President L. B. Denning, Manager Ben Critz and their staff for the work they have done during a trying period, but they are to be commended especially for their efforts to win support for projects and movements that relate to future development."

# MERCHANDISE WAREHOUSES SERVE AS *Market Incubators*

**T**HE incubators of the Dallas market are its twelve big merchandise warehouse, with approximately 1,700,000 square feet of storage space for accounts which range from bird biscuit to grave vaults, from oil field equipment to liquors, from refrigerators to dress patterns.

They are incubators in the sense that some of the largest interests in the Dallas market had their genesis in accounts handled by the merchandise warehouses. There are countless instances of national distributors who entered the Southwestern territory with relatively small stocks in Dallas merchandise warehouses, and who in this manner tested the Southwestern market and sold themselves on big investments here.

Such establishments as Butler Brothers, and Sears, Roebuck & Co. grew out of merchandise stocks handled from Dallas warehouses. A more recent instance is Canada Dry Ginger Ale, Inc., which has a \$280,000 plant under construction now. Canada Dry learned the importance of the Southwestern market through the sales records from merchandise stocks in a Dallas warehouse.

The facilities of Dallas' merchandise warehouses are of special significance today, in the light of the pronounced trend toward decentralization. Manufacturers, unwilling to risk the permanent investments required for branch factories or sales offices, are more and more frequently resorting to the trial method of placing merchandise stocks in strategically located warehouses. The results of business from the warehouse stocks determines the possibilities and advisability of more permanent investments.

Dallas warehouses have been particularly aware of this opportunity, and for some time have been aggressively pushing Dallas' advantages as a distribution center. The warehouses' cooperative organizations for solicitation of new accounts have given Dallas effective representation in the North and East, and have resulted in a marked widening of Dallas' distribution interests during the past year.

The average Dallasite frequently overlooks the role of the merchandise warehouses in making Dallas the distribution hub of the Southwest. Some of the warehouses are veritable merchandise marts, housing small manufacturing establishments, display floors and sales offices, and even providing complete secretarial and

clerical as well as shipping services for those accounts which do not maintain other offices in Dallas.

For instance, a distributor may store his merchandise in a Dallas warehouse and have several salesmen in the Southwestern territory. The salesmen can mail their orders to the warehouse, whose clerical staff will see that they are properly filled and shipped. The salesmen's mail is sent to the warehouse, opened, and attended to. Some distributors set up display floors in the warehouses, so that when their retail customers are in the Dallas market the warehouse attendants can show their merchandise.

Thousands of dollars are spent annually by the Dallas warehouses in selling national concerns on the advantages of Dallas as the Southwest's distribution center. Several of the warehouses have representation through soliciting organizations in Chicago and New York; others depend largely on trade publication advertising. All work constantly to supplement and make effective the efforts of the Chamber of Commerce to establish Dallas' dominant position as the Southwest's distribution hub.

One Dallas warehouse alone has more than 400 merchandise accounts represented in its building. They include food products of all kinds, oil field equipment, liquors, office equipment, stoves and refrigerators, house furnishings of all kinds, heavy machinery, a curtain factory, a dress pattern distribution office, and a great variety of other interests.

Several of the warehouses are bonded by the United States government, so that they can receive bonded international shipments, on which the receivers of the merchandise can make settlement of customs duties in Dallas. This phase of their service is increasingly important as Dallas' export and important trade gains.

In addition to the merchandise stored in the Dallas warehouses, there is a constant, heavy movement through Dallas of pool car shipments. Pool car shipments are received at the warehouses, broken up and re-forwarded to the receivers of merchandise throughout the Southwest. One Dallas warehouse averages 80 carloads of merchandise for storage monthly, in addition to handling an average of 3,000,000 pounds of package car shipments.

Among the merchandise warehouses which fill such an important function in

making Dallas the distribution center of the Southwest are the following:

American Transfer and Storage Co., 2312 Griffin Street.—Its storage space is allocated, on a flexible basis, approximately half for storage of merchandise accounts and half for storage of household goods. Its merchandise accounts are of a general nature.

Apex Warehouse Co., 3200 Main Street.—Most of its business is in storage and handling of merchandise accounts of all kinds.

Binyon-O'Keefe Fireproof Storage Co., 2201 Laws Street.—Has two warehouses of approximately equal capacity, in addition to its Fort Worth warehouse.

Dallas Transfer and Terminal Co., second unit of the Santa Fe Building.—One of the largest merchandise warehouses in the Southwest, with complete distribution facilities, noted for its underground trackage.

Dallas-Trinity Warehouse Co., 3201 Worth Street.—Handles a large number of merchandise storage accounts, with distribution facilities.

Gillette Motor Transport, Inc., 1712 Laws Street.—A general merchandise warehouse providing complete distribution facilities.

Interstate Fireproof Storage and Transfer Co., 301 N. Akard Street.—Provides complete distribution facilities for merchandise accounts.

Koon-McNatt Storage and Transfer Co., 911 Marion Street.—Specializes in storage and distribution of merchandise accounts.

Merchants Fireproof Storage Co., 1301 Broom Street.—Cold storage facilities for food products accounts for distribution in the Southwest.

Morgan Warehouse and Commercial Co., 1917 Houston Street.—Warehouse and distribution facilities; also rental of space to manufacturing concerns. The Morgan warehouse also provides 250,000 cubic feet of cold storage space.

Preston Warehouse, 309 S. Austin Street.—Handles principally those food products accounts which are included in its brokerage business.

Shippers Warehouse Co., 2901 S. Lamar Street.—The bulk of its business is in storage of cotton, but it also handles several bulk merchandise accounts.

# The Oil Month in Review -

By TOM E. FOSTER  
Publisher, *Petroleum Daily*

## Statistics Put the Industry in a Promising Condition

**S**TATISTICALLY in a promising condition, the nation's oil industry comes to the threshold of 1938 nevertheless with prospects of curtailed operation during at least the early part of the new year.

For the first time since June, 1935, the industry's production is below consumer demand, the week of November 27 having showed a drop in output of 3,425,800 barrels daily. This flow, which represents a slash of 148,050 barrels daily below the week previous, is 83,200 barrels under daily demand of 3,509,000 as estimated by the U. S. Bureau of Mines, the industry's statistical prophet. Really, the lopping off of output to place it below demand is virtually unprecedented, at least for the past six or seven years, save for the single week in 1935.

Stocks of crude show an encouraging decrease to around 304,324,000 barrels, or less than 87 days' supplies. At the same time last year, oilmen had more than 94 days' supplies for current demand.

Demand itself showed considerable strength during the early fall, much to the surprise even of the more optimistic in the oil industry. However, the late fall and early winter have been less satisfactory, with the gasoline market dragging and only burning oils good. Unfortunately the crude price is still based on the price of gasoline, and the weakness there has created considerable uncertainty and pessimism among producers, aggravated by the general uneasiness of business.

An effort to remedy the unbalanced position of furnace oils was made early in December by Standard of Indiana, leading Midwestern marketer, which posted a one-half cent increase. Analysis of the situation will show that if gasoline cannot be moved at a price that will keep the refiner from a loss, burning oils must. With a frequently topheavy setup for the marketing of this newly-popular product the refiners have not been able to make a decent profit from this source. In fact, many have been slow to realize its sales possibilities, being still geared to a gasoline basis of operations. The current unprofitable condition of many refiners should be a pointed lesson that hereafter their program of operations, and consequently the price of crude, must be based on a bilateral foundation, burning oils as well as gasoline. The sooner the industry adjusts itself

(and this will mean a nearer parity of the prices of the two products), the sooner will the oil business come to solving the cold-weather upset which always follows the seasonal drop in gasoline demand.

Estimates of demand for 1938 are dropping off rapidly. With prophets having predicted the continuance of the 11 to 12 percent gain which some months of 1937 had showed over the corresponding periods of 1936, hasty revisions are being made by the forecasters. Now it looks as if the oil industry will be fortunate to show a three per cent increase in the new year.

All of which is none too encouraging for a crude price hike for Midcontinent producers. However, the feeling among even the more pessimistic is that the price likely will hold through the winter, and maybe in the spring something can be done about it. The recent reductions in Pennsylvania prices, as usual, reflected a purely local condition of too much crude of that grade and a simultaneous shutting down of refinery demand. As a recent analysis by *Petroleum Daily* showed, Midcontinent prices are almost never affected by the Pennsylvania reductions, despite a contrary superstition in the industry. In fact the study over a period of years indicated Midcontinent crude prices were just as likely to rise after a Pennsylvania cut. The drop is not expected to spread to other areas.

However, the Midcontinent feeling is one of considerable caution. Many of the majors, if not curtailing their drilling programs for 1938, are at least not expanding them. It is improbable that many rigs will be stacked during the new year, but the operations of both majors and independents are likely to be marked by steady and conservative development rather than the old hectic drilling campaigns which were spectacular but also costly.

For the operators, West Texas continues to hold keen interest, with new pools or extensions looming recently in Yoakum and Gaines, Jones, Shackelford and Pecos Counties. East Texas continues to be largely a graveyard for wildcaters, the exception being a recent strike in Henderson County, which the new year will doubtless define. Southeast Texas has a new

promising area in Newton County and Louisiana and Arkansas continue to offer hopes to wildcaters.

Frankly, the rate of discovery during the year was well behind the rate of consumption. For instance, the Illinois fields which took the spotlight in 1937 are estimated to have total recoverable reserves of 100,000,000 barrels, or less than 30 days' requirements at the current rate of consumption. And it will take many years to get these 100,000,000 barrels out of the ground.

On the proration front oilmen are taking action where state authorities are slow in doing so. In Arkansas, whose extension of the Rodessa field of Texas and Louisiana has created tri-state complications, the pipe line companies have reduced takings when adoption of conservation regulations was deferred by the state board.

In Illinois, where proration has been a subject of considerable talk, the feeling among experts on the ground is that Illinois wells will prorate themselves faster than any law, due to the rapid drop in production in some areas. Montana has sent for a Texas expert on conservation statutes and regulations and is considering such a control program.

As Christmas nears, the oilman is hoping old Santa will pay him a visit, but he is not particularly optimistic about what the Old Man is likely to leave. About all the industry can expect just now is a promissory note which may come due in the spring.

### Key City of the Industry

Seventy-three percent of America's 1937 production of crude oil has come from the six states of the Mid-Continent area, of which Dallas is virtually the geographic center and the logical operating capital.

Dallas' dominant position is shown graphically in the annual report of the Dallas Chamber of Commerce. It reveals that approximately 14 percent of the nation's total comes from the East Texas field, three percent from East Central Texas, one percent from West Central Texas, and two percent from North Texas, all within a radius of three hours' automobile travel from Dallas. All Texas fields accounted for 41 percent of the nation's total.



# El Paso Finds *It Pays to Advertise*

By L. A. WILKE

THE eyes of the Southwest have turned to El Paso again for the Southwestern Sun Carnival on New Year's Day.

Every year about this time in that great Southwestern area around El Paso, out in the western tip of Texas, people get ready for two great occasions—Christmas and the Southwestern Sun Carnival.

This gala event, now in its fifth year, begins almost immediately after the bells of St. Nicholas cease to tinkle, and long before the whistles announce the arrival of the New Year.

For three days before January 1, there are carnivals, concerts, dances and festivities, winding up with the Queen's Ball on New Year's Eve, and everybody ready for the huge parade on New Year's Day, and then the football game between two great championship teams.

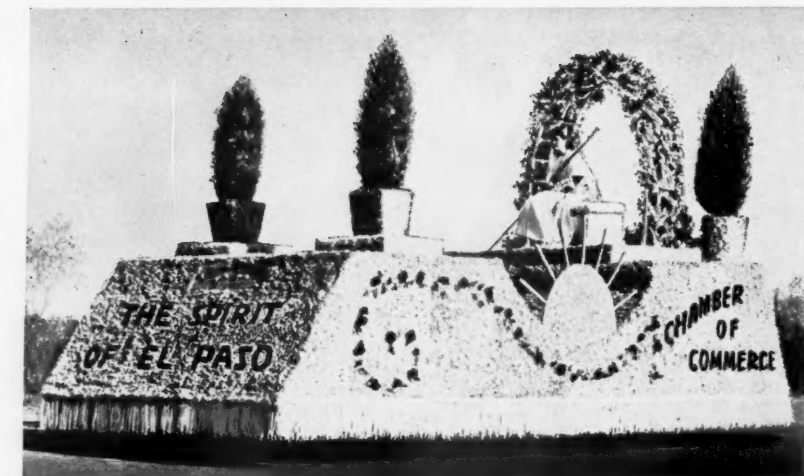
This year the parade will be A Pageant of the World, with five miles of floats entered by Southwestern cities, representing almost every country on the face of the globe.

For a year now, under the direction of Dr. C. M. Hendricks, director general of the Southwestern Sun Carnival, assignments on these floats have gone forward to all the cities and towns within 150 miles of the Pass city, and they have been busy building their entries for the gigantic march.

El Paso occupies such a geographically different position than any other city with a Bowl game that its parade naturally is different also. In most other places where there are parades with the New Year's game, the entries are from nearby cities and towns. El Paso, it must be remembered, occupies a place as the capital of a great Southwestern area, more than 600 miles from any city of similar size.

It is 600 miles west of Fort Worth and Dallas, and the same distance from San Antonio, and even farther from Denver and Los Angeles. A city itself of a little more than 100,000 population in actual size, its lack of competition from other large cities makes it outstanding.

For that reason, West Texans and residents of New Mexico and Arizona will



One of the Floats in El Paso's Sun Carnival Parade

flock to El Paso for the New Year's Day event. At the same time, a special train will be run from Chicago, because of El Paso's proximity to the Mexican border, and a gigantic New Year's Eve party will be held in Juarez, just across the Rio Grande from El Paso.

The Sun Bowl game is not considered competitive with Dallas' own classic, the New Year's Day Cotton Bowl game.

Last year, more than 135,000 visitors participated in the Southwestern Sun Carnival event, including Gov. James V. Allred and members of his personal staff. For the last three years the Southwestern Sun Carnival queen has been crowned jointly by Gov. Allred and Gov. Clyde Tingley of New Mexico, because El Paso is almost on the New Mexico line and many of the parade entries and Sun Carnival events are from New Mexico.

Fort Bliss, the largest cavalry post in the United States, also takes an active part in the parade, with hundreds of men and horses, and the full motorized equipment of the army, including the band, taking part. The army's participation in this event is one of the major attractions of the season, any many watch the parade if for no other reason than to see the army in all its glory.

Good crops in the irrigated Rio Grande Valley, resumption of mining activities throughout the Southwest, advancing prices of cattle, sheep, and goats, and their by-products, to say nothing of the increased business and pleasant relations with Mexico, assure for this year the largest crowd ever to attend the Southwestern Sun Carnival.

Likewise, the governors of eight Southwestern states also have indicated they may be in El Paso for the event.

The Southwestern Sun Carnival is one of the major development projects of El Paso. This county now enjoys the distinction of being the only county in Texas with a national advertising fund derived from tax money. El Paso voted this tax for the purpose of interesting newcomers, winter visitors, and health seekers in coming not only to El Paso, but to the Southwest. El Paso is on the Broadway of America almost half way between Dallas and Los Angeles. It is the only snow-free, high-gear, all-year transcontinental route between the East and West coast. This means that hundreds of thousands of persons traveling across the continent each year stop for at least a brief stay in this gateway city. As a result, El Paso, a city of slightly more than 100,000 population, has hotel facilities equal to cities many times its size. These hotels will be crowded on New Year's Day, but we will have ample room for all who come to the Sun Carnival.

The El Paso advertising campaign is conducted by the Gateway Club, which is sponsored by the Chamber of Commerce. This year, the Gateway Club is spending approximately \$30,000 on its national advertising campaign. Sunshine is the predominant feature. The advertising emphasizes the part that sunshine plays in the health and well-being of mankind. The sunshine treatment is offered not only for persons who are ill and affected with respiratory disorders, but also for healthy persons who are looking for a sunshine playground.

Each El Paso ad carries a reference to "The Sunshine Playground of the Border" and as the "Sunshine Playground of the Border" it becomes a place for many wealthy tourists to stay. They come to El Paso, most of them, en route either East

(Continued on Page 15)

# The Valley HITS Pay Dirt

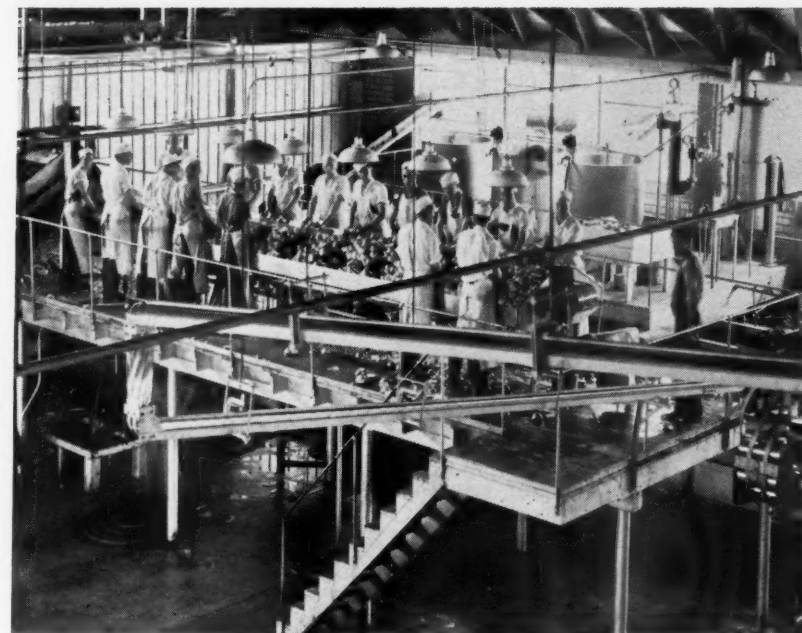
By HARRY C. RATLIFF

THE "pay dirt" of the good earth of the Lower Rio Grande Valley of Texas, is being reached more and more by the tillers of the rich citrus soils of this famous and valuable section of land lying at the tip of Texas. Recent developments in the citrus industry of the Valley definitely prove this statement.

Contributing factors to the Valley's rapid solution of the obstacles which have long confronted it can easily be summed up into three major developments of the last year. They are:

1. More cooperative marketing by centralized selling and distributing agency.
2. Government control of shipments.
3. Establishment of processing plants.

The Rio Grande Valley Citrus Exchange is a cooperative association composed of twenty-one separate units or associations. The Exchange is controlled by the associations, each of which elects a director to represent it on the board of directors for the Exchange. Fruit will be



*On the processing floor of one of the Valley's largest canneries.*

packed from these twenty-one associations through sixteen packing houses. Approximately fifty per cent of the citrus fruit in the Valley will be shipped and sold by the Rio Grande Valley Citrus Exchange, which represents about 4,000 growers.

Prior to this year the Exchange did not have control of over 15 or 20 per cent of the fruit, but beginning last July the membership in the cooperative organiza-

tion has been steadily increasing. Other cooperative organizations such as the Texas Citrus Fruit Growers Exchange, the Engelman Gardens Association, and two or three others, place the total tonnage of grapefruit handled by them well in the majority. The cooperative plan of marketing for perishable products has proved more satisfactory in every section that it has been tried, that is, if the association has a sufficient amount of the crop under contract to have control of the majority of the shipments. The present set-up in the Valley of the citrus marketing program has created a hopeful feeling for the better among the growers, because other citrus sections have been able to solve their problems by similar methods.

The Rio Grande Valley Citrus Exchange, the largest in the Valley, has just completed an expansion program of construction and improvements costing approximately \$1,230,000. This program includes the construction of new buildings and the installation of new equipment, which was necessary to handle the increased tonnage. Arrangements for financial assistance were available through the Bank of Cooperatives, a bank created by the federal government for the sole purpose of aiding all cooperative organizations. Expert and qualified sales managers have been employed by the Co-ops of the Valley, and connections have been established in the market centers. The practice of overloading the markets has been the

(Continued on Page 28)



*A cabbage field in the Magic Valley. Citrus is not the only product for which the Valley is famous. Its cabbage, spinach and other vegetables are shipped to all parts of America.*

# *It's Tourist Time*

## ON THE RIO GRANDE

By PAUL T. VICKERS

**R**OLL right down to the Lower Rio Grande Valley of Texas, you Texans and other people of the Southwest, if you wish to enjoy a vacation of variety, romance and "somethin' doin' all the time!" There are twenty-three towns to visit within an area seventy-five miles long and six to twenty-five miles wide.

Three of these towns, Alamo, Pharr and San Juan are so close together they use the same high school building. One of them, Weslaco, became famous as the town that lifted its face, all main business street stores having built Spanish fronts.

Mercedes is widely known as the "Queen City of the Valley," having many of the Valley's old time families and being one of the most important shipping points. Mercedes is home of the Valley's only cheese factory.

San Benito is "The Resaca City." It is built on both sides of one of the Valley's most picturesque resacas—an old mouth of the Rio Grande. La Feria, Hidalgo, Lyford, Santa Rosa, Sharyland, Rangerville, Elsa, Edcouch, Hargill, Donna, and Rio Hondo are among the important shipping centers or historic towns of the Valley.

Probably the point in the Lower Rio Grande Valley having more visitors than any other one place is Pirtle Cactus Garden. This famous garden has over 1,500 varieties of cacti. More than 1,000 persons per month visit this show place. The Garden may be reached either from Edinburg

or McAllen, being two miles east and one mile south of Edinburg on Morningside road; or six miles east and five miles north of McAllen, from which city the McAllen Chamber of Commerce conducts special excursions.

Several million people in the Great Southwest discovered the Lower Rio Grande Valley of Texas during the Texas Centennial Exposition in 1936 and the Greater Texas and Pan American Exposition in 1937. Part of the Valley was on exhibit at Dallas during these two years and the millions who saw the expositions were astonished to know that they lived so near the Tropics. Foolish as it may seem, hundreds of thousands of Texans have never seen this most beautiful part of Texas.

People of the Lower Rio Grande Valley would like for their fellow-Texans and other people of the Southwest to visit the Valley at this season of the year and see the more than 7,000,000 grapefruit and orange trees, hanging full of ripe, golden fruit. The Valley is probably the most beautiful, and certainly the most interesting to persons who have never seen grapefruit and oranges on the trees, between October 1 and April 1.

Then, too, people who live in colder climates would appreciate the sharp contrast better if they came to the Rio Grande Valley in the winter. Already North Texas has had a light snow, even



*Valley beauties do the Spanish Dagger dance on Del Mar Beach near Brownsville.*

before Thanksgiving, whereas there has been no ice in the Rio Grande Valley since January of 1935. Not a single scum of ice was formed last winter.

Women particularly will be delighted with the roses growing outdoors every month in the year, the flaming poinsettias and turks cap hedges—and nearly every other variety of flowers restricted to blooming only in the spring and fall in other sections of the Southwest, grows in the beautiful Rio Grande Valley every month in the year.

To see all of these beautiful field and orchard products, he will cross many irrigation canals, resacas and arroyos. He will pass by historic battle fields of the Civil War and may see many other points of historic and legendary interest.

People of the Southwest who wish to spend a winter vacation or a summer vacation, may enjoy a week or two weeks of leisure—or of activity—in visiting the many points of interest. For example, the tourist or visitor may see the ancient Mexican village of Mier, of black bean fame. He may see the site of one of the important Confederate seaports or may visit the scene of various skirmishes between the Confederates and Yankees or between Texans and Mexicans.

If he is not interested in history, he will enjoy the simple beauties of nature. If he is interested in botany, he will enjoy the many paradoxes presented.

For example, despite the fact that soil chemists say that the Rio Grande Valley soil is richer than the Valley of the Nile, the humus in some places being 1,600 feet deep, there is not a single edible nut, fruit



*Chickens and dates are both sources of wealth for the Valley. This avenue of palm trees provides a striking setting for the prize-winning flock of White Leghorn chickens.*



ists are frankly astonished, when they learn how rich this soil is and how equable the climate is, and yet find no wild thing growing fit for human consumption.

Other of these seeming paradoxes astonish people even no farther north than Dallas. For instance, roses bloom every month in the year in outdoor fields. In fact, the most beautiful roses of the year are blooming in yards in the Valley when snows are still on the ground in other sections of the United States.

or berry indigenous to Valley soil. Botan-

Play boys and girls who are out for a good time can find it in the Valley night clubs or in the internationally known restaurants of Matamoros, opposite Brownsville, or Reynosa opposite McAllen. Famous wild game dinners are enjoyed by thousands in these two colorful Mexican border cities.

Writers and gourmets say that Reynosa serves "the world's biggest meal for fifty cents." One of these typical menus at Reynosa includes quail, white wing, venison, cabrito, chicken, and 14 delicious

pays a visit to Alamo, Mercedes, McAllen, Edinburg or other Valley cities during the flower show. If the visitor is from East Texas, he might particularly enjoy the tomato fiesta in Rio Hondo; if a sportsman, the fishing rodeo at Port Isabel; if a summer vacationist, he would enjoy Texas' biggest July 4 celebration which is held annually at McAllen.

Every one of these cities welcomes the thousands of visitors who annually pour through their gates. Last winter the Rio Grande Valley entertained more than 20,000 winter tourists, and it expects to entertain more than 30,000 during the 1937-38 season.

Mission conducts special trips for the benefit of tourists to Mexico City, McAllen conducts excursions by train to Monterrey and Saltillo. Brownsville, San Benito, Harlingen and McAllen have special hostesses to greet the winter visitors.

The Valley has also become a Mecca for summer visitors. The government has records for many years showing that the Lower Rio Grande Valley is much cooler in summer than the rest of the country due to the continuous blowing of the Gulf breezes.

Weslaco, Mercedes, San Juan, Mission, Edinburg, Alamo, Pharr and other cities of the Valley present interesting scenes during the shipping season as their packing and canning plants are in operation.

The truth is, one must spend a year in the Lower Rio Grande Valley of Texas to get even a kaleidoscopic view of the beauties and marvels of that wonderful land.

Several Valley cities use a printed tourist guide which is distributed free to tourists. This guide gives in detail various points of historic or scenic interest and tells how to reach them from their main vantage points. The guide also contains a Valley pleasure map.

Details of points of interest in the Valley as given by this tourist guide follow:

MIER—City of Ruins, and scene of the

(Continued on Page 18)



Deer hunters had this photograph to show as the result of their foray near Harlingen.

Hunters will find here the proverbial game paradise. They may shoot that fine game bird, the white wing, the Valley being one of a half dozen places on the United States-Mexican border where these birds are still found. Quail, wild ducks, bobcats, deer, and other game abound. Only a few miles north or a few miles south, wild turkeys are found in abundance. It is literally true that, although McAllen, Texas, is a modern city of 12,000 people with every convenience found in any modern American city, the surrounding country is still so primitive that residents in the edge of town can stand on their back porches and shoot white wings.

Fishermen exult in their sport in the Magic Valley. Within a radius of 50 miles of any city in the Valley may be found scores of places to fish. The fisherman may ply his rod in canals, resacas, lakes, irrigation ditches, off Padre Island, in the Laguna Madre, in the open Gulf, in the mouth of the Rio Grande, or in the Brownsville ship channel. Port Isabel is the home of the famous tarpon rodeo, where some of the finest tarpon fishing in the world is found.

Palm Drive in McAllen, which calls itself "The City of Palms."

items of Mexican and American foods, including the famous avacado salad.

The visitor might set his journey to the Valley to coincide with one of the many Valley celebrations. He might visit the Valley Mid-Winter fair at Harlingen in November; or see Weslaco, the city made famous by lifting its face, during its birthday celebration in December, or take a trip to Raymondville during the big onion fiesta; or Brownsville during Charro days.

He can see the Valley at one of its most beautiful seasons, if he visits the Texas Citrus Fiesta in Mission in January, or



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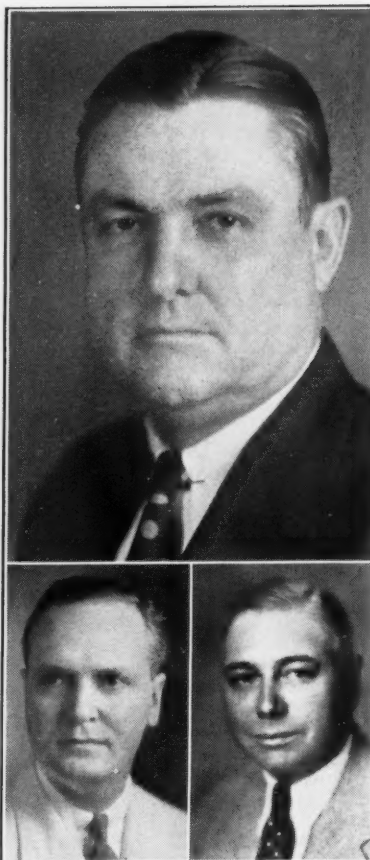


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ant selection.

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**Big Oil Company Moves  
to Dallas**



*Above: J. W. Gilliland, A. H. Meadows,  
and M. E. Wilson*

Offices of the General American Oil Company and of its subsidiary, the Bell American Pipe Line Company, have been consolidated and moved to Dallas from Shreveport, Kilgore and Longview. General American is one of the largest independent operators in the East Texas field, and its establishment of general headquarters in Dallas was recognition of the city's position as key center of the industry. The move brought approximately 100 persons to Dallas. J. W. Gilliland is president of the company, with offices in the Republic National Bank Building; A. H. Meadows is vice-president and secretary, and M. E. Wilson is vice-president and treasurer.

**New Industry Uses Oil  
Refinery By-products**

Rescuing petroleum coke from the borderline of a waste product and converting it into almost pure carbon and a form suitable for many industrial uses, a new plant erected at Port Arthur by the Great Lakes Coal and Coke Company has increased the value of the oil refining industry to the Southwest.

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AND OTHER FINE PRODUCTS

**DENTLER MAID  
Food Products Co.**

• DALLAS •

# Statistical Review of Dallas Business

Business Indices, October, 1937, compared with October, 1936

## NEW CAR REGISTRATIONS

1937 1,218 + 30.8%  
1936 931

## BANK DEBITS

1937 \$258,782,000 - 2.8%  
1936 \$266,366,000

## POSTAL RECEIPTS

1937 \$398,231 - 7.5%  
1936 \$430,590

## BUILDING PERMITS

1937 \$859,214 + 25.2%  
1936 \$686,353

## BANK CLEARINGS

1937 \$251,045,234 + 0.25%  
1936 \$231,466,407

## STREET RAILWAY PASSENGERS

1937 5,439,784 - 3.3%  
1936 5,628,020

## INDUSTRIAL CONSUMPTION OF ELECTRIC POWER

1937 3,984,160 K. W. H. + 7.5%  
1936 3,671,481 K. W. H.

## WATER METERS

1937 70,902 + 2.7%  
1936 68,517

## INDUSTRIAL CONSUMPTION OF NATURAL GAS

1937 353,818 M. C. F. + 0.84%  
1936 356,842.4 M. C. F.

## GAS METERS

1937 72,842 + 2.3%  
1936 71,138

## 12 MONTHS TOTALS—INDUSTRIAL CONSUMPTION OF ELECTRIC POWER

1937 38,865,609 K. W. H. + 16.7%  
1936 33,301,986 K. W. H.

## ELECTRIC METERS

1937 79,617 + 3.6%  
1936 76,872

## 12 MONTHS TOTALS—INDUSTRIAL CONSUMPTION OF NATURAL GAS

1937 4,523,374.6 M. C. F. + 9.4%  
1936 4,132,533.5 M. C. F.

## TELEPHONES

1937 85,029 + 5.5%  
1936 80,554

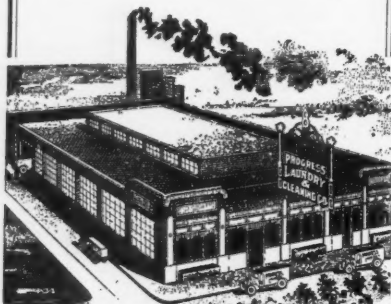




## YOU ARE ON DISPLAY 16 HRS. OF THE DAY

Your clothes must be immaculate to win admiration. Sheen Glo Dry Cleaning is the secret of smart appearance at all times. Why not treat your clothes to the best. It will save you money over ordinary cleaning.

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DALLAS - WACO

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Telephone 1300

D. P. WALLACE, President and  
General Manager

# Dallas Business

A TOTAL of 113 new concerns located in Dallas during November, the largest total for any one month in more than two years. Nine of the new concerns are manufacturers, twenty-five are wholesalers and distributors, thirty-two are retailers, twelve are identified with the oil industry and thirty-five are miscellaneous. Included in the list are fourteen branches of national concerns. The principal concerns by groups are:

### Manufacturing:

Ace Bag & Awning Company, 3006 Hall Street. Manufacturers of bags and awnings.

Blue Bonnet Printing Company, basement of Campbell Hotel. Commercial printers.

Blue Ribbon Mattress Company, 5339 Oakwood Street. Mattress manufacturers.

Canada Dry Ginger Ale, Inc., Moxley Street near Maple Avenue. Started construction on \$280,000 branch plant to serve the Southwest.

Dallas Roofing & Sheet Metal Co., 3137 Ross Avenue. Sheet metal products.

Milholland Linoleum & Shade Mfg. Co., 4501 Worth Street. Manufacturers of window shades and Venetian blinds.

National Dental Co., Inc., Medical Arts Building. Manufacturers of teeth.

Reflekto, Inc., 3110 Myra Jean Street. Manufacturers of illuminated house numbers.

Texas Millinery Company, 904½ Main Street. Millinery manufacturers.

### Wholesalers:

Becker & Dubois, Inc., 1913 Commerce Street. Shoe findings.

George Burch Company, 3635 South Central Avenue. Wholesale groceries.

Carabaza Film Company, 314 South Harwood Street. Motion picture films.

Carpenter Paper Corporation, 1917 North Houston Street. Envelopes and paper. Home office, Omaha, Neb.

Dallas Fur Distributors, 304 Santa Fe Bldg. Wholesale furs.

Dallas Spring Company, 2809 Elm Street. Springs.

Duophoto Distributors, 711 Great National Life Bldg. Copying machines.

Good Street Oldsmobile, Inc., 615 Good Street. Automobile distributors.

Humphrey Corporation, Burt Building. Incorporated by Dee E. Humphrey and associates, to manufacture and distribute oil field equipment.

L. M. Jacobs, 327 Slaughter Building. Manufacturers' agent.

E. A. Johnson Company, 502 Southland Life Bldg. Food brokers.

Johnson & Jarrell, 502 Southland Life Bldg. Food brokers.

Nash Severtson Motor Co., 1914 North Harwood Street. Automobile distributors.

Nibco Engineering Company of Texas, 2813 Canton Street. Distributors of plumbers' brass goods manufactured by Northern Indiana Brass Company, Elkhart, Ind.

Oklahoma City Casket Company, 4106 Ross Avenue. Caskets.

Radio Zephyr Company, 2010-A McKinney Avenue. Radios.

J. H. Ray Photo Copy Company, 1608½ Main Street. Photo prints.

Richmond-Chase Company, 610 Thomas Building. Dried and canned fruits. Home office, San Jose, Calif.

Rucker Candy Company, 2614½ Elm Street. Wholesale candy.

Abe Schwartz, 105 South Poydras Street. Millinery supplies.

Simplex Distributing Company of Texas, 4116 Live Oak Street. Phonographs.

Southwestern Grain Company, 714 Linz Building. Grain.

Texas Meat Supply Co., 1801 Gould Street. Wholesale meats.

Twin Disc Clutch Co., 2826 Main Street. Automotive and oil field equipment. Home office, Racine, Wisc.

Western Sales & Manufacturing Co., 2928 Elm Street. Manufacturers' agents.

### Petroleum:

Snyder Atwell, 505 Great National Life Bldg. Oil producer.

Bell General Pipe Line Company, Republic Bank Building. Pipe line. Affiliated with General American Oil Company of Texas. Offices moved to Dallas from Longview, Texas.

L. L. Dixon, 806 Dallas National Bank Bldg. Oil producer.

Farmout Corporation, 1209 Praetorian Bldg. Oil pipe line.

General American Oil Company of Texas, Republic Bank Bldg. Shreveport, Longview and Gladewater offices consolidated in Dallas. Oil producers, refiners and marketers.

Gled Oil Company, Gulf States Building. Home office, Tulsa, Oklahoma. Texas representative Louis R. Travis. Oil producers.

Grafanol Corporation, 515 Gulf States Building. Incorporated by S. Gordon Hall and associates.

Troy Johnson & Company, Inc., incorporated by J. T. Johnson, Carl A. Doak and F. C. Brooks. Oil royalties.

L. & E. Oil Company, incorporated by Horace J. Eisele and others. Oil producers. Old South Royalty Company, Santa Fe

Building. Incorporated by Harry I. Maxson, W. P. Bentley and L. B. Pruitt. Oil royalties.

Ranco Oil Corporation, 1201 Gulf States Bldg. Oil producers.

J. B. Sneed, 505 Great National Life Bldg. Oil producer.

#### Miscellaneous:

American Delivery & Messenger Service, 2403 Live Oak Street. Delivery service.

American Finance Company, 202 Mercantile Bldg. Loans.

Farmers & Bankers Life Insurance Co., 514 Wilson Bldg. Life insurance. Home office, Wichita, Kan.

Jewett, Inc., 3201 Worth Street. Termite control. Home office, Los Angeles, Calif.

Lawyers' Title of Texas, Inc., 1107 Main Street. Title insurance. Texas branch of Lawyers' Title Insurance Corporation, Richmond, Va.

Paramount Display Company, 611 Slaughter Bldg. Displays.

Security Tax & Lien Service, Inc., 807 Cotton Exchange Bldg.

John Stroud Transfer Co., 400 South Ervay Street. Transfer.

Time Service, Inc., 1112 Allen Building. Advertising and time service.

Vanston, Hankins & Hendricks, 1626 Allen Building. Insurance.

Frank N. Watson & Associates, 311 Great National Life Building. Publicity and public relations work.

### El Paso

(Continued from Page 8)

or West, and take side trips into Mexico, Carlsbad Caverns, and other interesting and scenic places in the Southwest.

El Paso's advertising campaign was launched by business men, under the direction of the Chamber of Commerce, for the purpose of giving a wider appeal through national advertising and an equal distribution of cost to the property owners of the county. An enabling act was passed by the legislature and the tax was voted on May 7, 1935. Although the campaign is but a little over a year old, and only \$26,000 was spent last year, its results have been sufficient to merit an increase of this fund for the coming year. Advertising is carried in magazines with national circulation throughout the North and East. Such events as the Southwestern Sun Carnival, the Southwestern Kids' Rodeo, the Fall Harvest Festival, and the Southwestern Live Stock Show, are widely publicized through the aid of this tax money because of the number of persons that they bring to El Paso.

## Man to Man Gifts for Year-Round Service

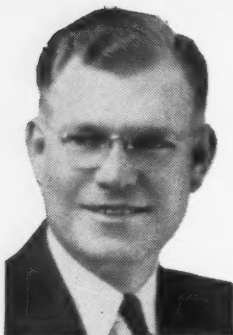


Solve your firm's gift problem with selections from our wide stock of moderately priced office accessories and personal items—every one a gift that you, too, would appreciate.

A personal visit will be abundant in results or, if you prefer, we will gladly send a capable representative to your office.

WATER SETS » » ELECTRIC DESK  
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DARS » » LAMPS » » PENS » »  
PENCILS » » MEMO PADS » » and  
a host of other items await your  
selection.





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...folks tell me I'm easy to trade with... I guess that's because I give such a big trade-in allowance for old tires on new FIRESTONE Tires. Bring your gallus buckles and old tires in... I'll trade!

"C" Johnnie Daniels

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"Registered Policy Protection"

THEO. P. BEASLEY  
President and General Manager  
HOME OFFICE ... DALLAS, TEXAS

# Business Review and Outlook

By HAROLD M. YOUNG

Dallas District Manager, Bureau of Foreign and Domestic  
Commerce, U. S. Department of Commerce

RETAIL sales of independent stores in Texas in October were up 2.5 per cent as compared with October, 1936, and up 3.2 per cent as compared with the previous month, according to the report of the Bureau of Foreign and Domestic Commerce, U. S. Department of Commerce, in cooperation with the Bureau of Business Research, University of Texas.

Retail sales for Dallas in October were down 3.9 per cent compared with October, 1936, but up 5.8 per cent as compared with the previous month. Of the ten districts established by the Bureau of Business Research in the state of Texas, all showed increases with the exception of districts 3 and 4. In District 3, Eastland was the only city to register increases, while in District 4, Corsicana and Sherman were the only cities to register increases in October as compared with October of last year. Of the 45 cities for which separate information is given, one-third, or 15, registered decreases in October compared with October of last year. Eleven of these 15 cities showing decreases were located in districts 3 and 4. (Districts 1, 2 and 3 are in Northwest Texas; 4 and 5

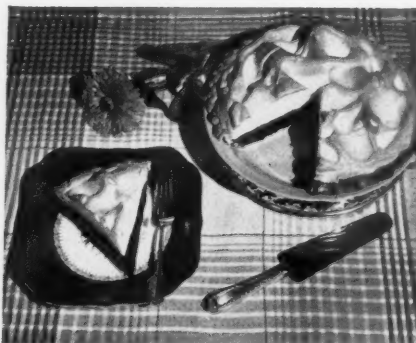
in Northeast Texas; 6 and 7 in Southwest Texas; 8 in South Central Texas; 9 in Southeast Texas; and 10 in South Texas.)

For the first time this year, Texas department store sales in October failed to show a gain over the same month of the previous year. The decline in dollar sales for this period was 1.4 per cent. However, sales for the first ten months compared with the same period of last year showed a gain of 8 per cent.

Retail sales in Oklahoma as shown by the report of the Bureau of Business Research, University of Oklahoma, in October on a daily average basis were 5.3 per cent ahead of October last year and 3.0 per cent greater than the previous month.

For the week ending October 23, practically all of the reporting Dallas retail stores registered increases over the same week of the previous year; those having gains ranged from slight gains to as high as 20.9 per cent. For the week ending October 30 the majority of the reporting retail stores in Dallas showed decreases compared with the same week of the previous year. Decreases ranged downward to as much as 25.1 per cent; the highest in-

## Good 'nuff to eat!



That's what our customers say about our food photos ... but your photographic problems would look appetizing to us. Dial 7-3043 ... ask for Frank Parker or Hence Griffith.



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## PARKER · GRIFFITH

Commercial - Illustrative Photography

2007 BRYAN

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crease reported for this period was 9.5 per cent. For the week ending November 6, two-thirds of the reporting Dallas stores registered decreases compared with the same week of the previous year, the decreases ranging downward to 26 per cent. The stores with increases ranged upwards to 16.7 per cent. For the week ending November 13, only one-third of the reporting Dallas retail stores registered gains over the same week of the previous year. Stores having gains ranged upward to 9.6 while stores with decreases ranged downward to as much as 10 per cent. For the week ending November 20, cooler weather brought about an improvement in retail trade. Practically all of the reporting Dallas retail stores registered gains over the comparable week of last year. Several stores had exceptionally good increases; the highest increase reported was 104 per cent.

Daily average sales in small towns and rural areas for October in the South showed a decline of 4.5 percent as compared with an increase of 3.5 percent for the country as a whole. October sales as compared with September of this year showed the larger relative increase, 34 percent in the South. With the period 1929 to 1931 being 100, rural retail sales in the South in October on an index basis, without seasonal adjustment, were 214.9. This, however, compared with 225.0 for October of the previous year. With seasonal adjustment, October sales were 156.3 as compared with 163.6 in October of last year.

The Bureau of Business Research reports the computed farm cash income for Texas during October, which represents about 90 percent of the actual cash income, as \$71,178,000. This compares with \$101,957,000 for September and \$80,783,000 for October last year. This year's October income stands at 70.2 percent of the average October income during the five year base period 1928-1932, and was 88.4 for September and 79.7 for October last year. Thus, the decline in farm cash income from October, 1936 to October, 1937 is about 12 percent. The total farm cash income for the first ten months of this year, approximately \$440,000,000, is, however, still 33 percent above that of the corresponding period of last year. Districts 1, 2, 7, and 10 were the only districts in the state having greater agricultural cash income in October this year than the same month of last year.

Building permits during October in 35 Texas cities scattered throughout the state showed a total of \$4,810,785, an increase of 11.3 percent over the previous month, but a decline of 21 percent com-

(Continued on Page 35)



1900 CEDAR SPRINGS

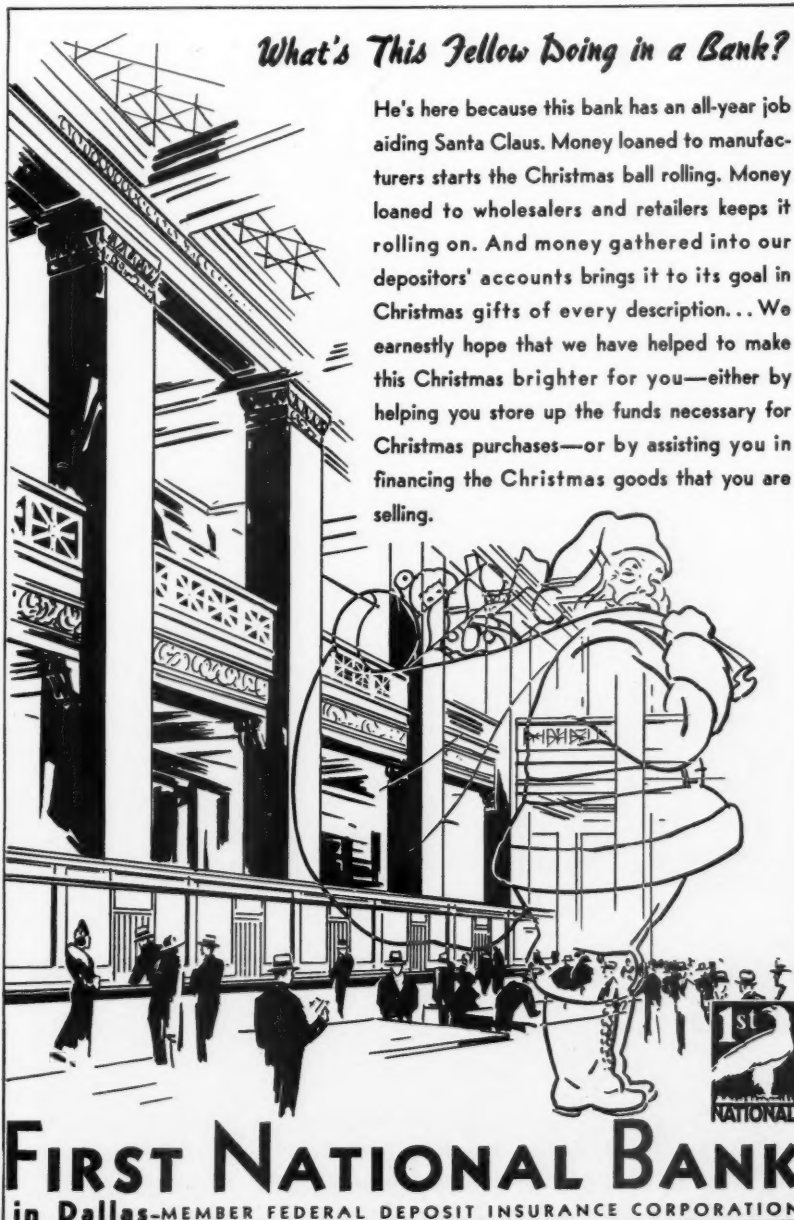
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DALLAS, TEXAS

### What's This Fellow Doing in a Bank?

He's here because this bank has an all-year job aiding Santa Claus. Money loaned to manufacturers starts the Christmas ball rolling. Money loaned to wholesalers and retailers keeps it rolling on. And money gathered into our depositors' accounts brings it to its goal in Christmas gifts of every description. . . We earnestly hope that we have helped to make this Christmas brighter for you—either by helping you store up the funds necessary for Christmas purchases—or by assisting you in financing the Christmas goods that you are selling.



## Business Earnings Insurance

Of concerns who have burned out, 43% never resume business, 17% never again furnish a financial report, 14% suffer a reduced credit rating, and only 26% remain unaffected. Protect your future business existence with Use and Occupancy Insurance.

*Ask Our Agent in Your Town*

## REPUBLIC INSURANCE COMPANY

FIRE

DALLAS, TEXAS

ALLIED LINES



## *A Year-End* **GREETING**

*To the Business Firms  
and People of the  
Southwest*

As we complete our 34th year we again remind you that this is your bank ... pledged to your service and indebted to you, our friends and customers, for its growth.

We welcome each new opportunity to serve the people of Dallas and the Southwest.

MEMBER  
FEDERAL DEPOSIT INSURANCE  
CORPORATION

# Dallas National Bank

DALLAS, TEXAS

## Tourist Time

(Continued from Page 11)

famous "black bean" episode of the Mier Expedition. 170 Americans who surrendered to a band of 2,000 Mexicans on Christmas day, 1842, drew beans from a box to see which 17 of the men would be freed to return to Texas. Those men drawing black beans were to be given their freedom, but they faced a firing squad instead. Today, one may see the cuartel and the houses adjacent which were captured on that rainy Christmas eve in 1842, by the gallant Texans who died so tragically, later. The battle-scarred old cathedral, erected in 1779, with its altar and ceiling of carved wood imported from Spain in the early part of the sixteenth century, and the small chapel built in 1760 are also interesting.

ROMA—With its hundred year old chapel and cobble stone streets, resembles a town lifted bodily from the interior of Old Mexico. SAN PEDRO is just across the river and boasts of a good cafe and dance hall.

PETRIFIED FOREST—"Forest" is a misnomer, for, tragic as it seems, only bits of petrified wood may be found. The rest has been carried away for decorative purposes by souvenir hunters. There is some left, however, and a trip to the Petrified Forest is still worthwhile. Take a trowel and geology hammer with you. Find Sylvester to show you around.

OIL FIELDS—Have been developed within the past few years in 11 locations in the Valley, the Rio Grande City field, the Samfordyce field, west of Mission, the Mercedes field, north of Mercedes in the Engelman Gardens section northeast of Edinburg, and in seven other areas of Starr county.

OUR LADY OF LOURDES GROTTO—Built of native materials by Father Goldback, is a replica of the Shrine of Lourdes, and was dedicated in 1925. Be sure to sign the guest register.

RIO GRANDE CITY—Was founded in 1847 by Henry Clay, a handsome American soldier-of-fortune who drifted into the Valley during the Mexican War. He married the wealthy Senorita Hilaria Carcia, member of a prominent Camargo family, who received the grant of land on which the city is situated from the King of Spain. He purchased this tract from the bride's family and laid out the city after the pattern of Austin. Up to the time the Missouri Pacific Railroad Lines were extended to Rio Grande City, it was the largest inland town (not served by a railroad) in the United States. It is still one of the most picturesque and interesting towns on the border.

FORT RINGGOLD—Was established 90 years ago by General Taylor and has

served as headquarters for more young officers who have later achieved military fame than any other post on the Mexican border. Robert E. Lee, U. S. Grant, Zachary Taylor, Jefferson Davis, Stonewall Jackson, John Pershing, McCullough, Hood, Lee and Harbord are among these notables. The house where Lee lived sits at the top of a small hill back of Officers Row. Formal Guard Mounts are held at Fort Ringgold on Tuesdays and Thursdays at 4 p. m.

**PENITAS**—Is the oldest town in Texas, having been established by a group of twelve Spaniards who separated from a party en route from Mexico to Florida in 1530. The party of 12 included two priests and some Spanish officers and soldiers. The priests converted the Tejones and these Indians became servants in the Spanish colony. At one time, Penitas was a very prosperous ranch settlement.

**REYNOSA**—Is one of Escandon's original colonies and was established opposite Penitas in 1749. Disturbed by a flood in 1821, the entire citizenship moved down to the limestone hills on which the Franciscan Fathers had built a mission, taking their city name along with them. The rather grim old church which dominates the city was erected in 1879 and has a 100 year old carved oak door which was brought from Mexico City. There are many quaint sights in Reynosa, as well as a goodly number of cabarets and drinking emporiums.

**MISSION**—The first mission built in Texas, according to historical legend, is located four miles south and a quarter of a mile west of Mission. This tiny chapel, which houses worshippers daily, was built over 100 years ago and from it the city of Mission received its name. The home from which "The Great Commoner" William Jennings Bryan viewed the wonders of the Rio Grande Valley, is located two miles north and one-half mile east of Mission. Lion's Park, completely equipped with playground facilities, and Shary Municipal Golf Course, one of the sportiest nine-hole courses in the South, are worth visiting. The home of John H. Shary, one of the most beautiful in these parts, is located three miles north of the Main Valley Highway on Shary Boulevard.

**McALLEN**—*City of Palms*—Because of the interest she shows in her visitors, McAllen has become one of the concentration points for tourists in the Valley. Cascade Pool, one of the finest natatoriums in the South, and the Municipal Amusement Park at Main and Chicago Avenue, are worth visiting. The world's largest fernery is located one mile south and one-half mile east of McAllen.

**SALT LAKES**—Lago Sal del Rey and Lago Sal Viejo. For more than 200 years, almost one-hundred per cent pure rock



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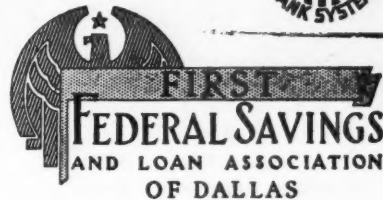


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219 North St. Paul Street 2-4689

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salt has been taken from these two enor-  
mous lakes. In the past, salt was carted  
by oxen as far into the interior of Mex-  
ico as Saltillo. Rock salt from these lakes  
is still used in the Valley, but great trucks  
have replaced the picturesque ox-carts.

SANTA MARIA—is interesting for the  
lovely little church built in 1880 by the  
Oblate Fathers, and the old Rabb ranch  
house, a fine example of the architecture  
used by the Spanish Haciendas. It has  
been a military post a number of times,  
and was a town of importance in the  
river-boat days. The old cannon beside  
the road a few miles east was put there  
at the time it was a military post.

RAYMONDVILLE—Onion Capital of  
Texas, and scene of the famous Onion  
Fiesta, held each Spring to celebrate the  
onion harvest. With the completion of  
the Hug-the-Coast Highway, Raymond-  
ville is destined to become the Valley's  
second gateway city.

HARLINGEN—Beginning in 1905 as a  
railroad center in the brush, this little vil-  
lage of shacks and mud streets soon gained  
the unsavory sobriquet of "Six Shooters  
Junction." Only the keenest imagination  
could have visualized this unpromising  
little way-side station as the thriving little  
city it is today, only thirty years after its  
founding by the late Lon C. Hill. Fine  
homes, schools, parks, hotels, theatres, li-  
brary and golf course, coupled with its  
logical and convenient location in relation  
to the rest of the Valley, have all con-  
tributed to making it a splendid tourist  
and commercial center.

FORT BROWN AND BROWNVILLE—On  
the morning of March 28, 1846, General  
Zachary Taylor and his army of occupa-  
tion raised the American flag and mounted  
a few cannon just opposite Matamoros, at  
that time a port and important military  
post with a population of 20,000. The new  
fort was first named for Taylor, but the  
name changed a few days later to honor  
Maj. Jacob Brown, who died in its defense.  
Ranchers from up the river and Americans  
from Matamoros immediately moved to  
the vicinity of the newly established fort  
seeking protection. Before the close of the  
Mexican War rumors of the rich new  
country opening up had been broadcast  
and soldiers of fortune began drifting in  
from all over the world. Many of the most  
undesirable characters were lured on to  
California in '49, and were replaced by  
sturdy pioneer families. And thus began  
the City of Brownsville, which today has  
a population of 23,050. Fort Brown con-  
tinued to be a military post for some years  
after the war, but was abandoned for a  
short time in 1859, and for a few days  
was used as headquarters by the famous  
bandit, Cortina. Confederate forces held  
it during the Civil War. During the band-  
it troubles of 1914-16 when 50,000

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soldiers were sent to the Lower Rio Grande Valley, its strategical position again made it the most important post on the border.

Brownsville has many points of historic interest. Old homes and churches built half a century ago, parks and play grounds, resacas that wind in and out of the city, Snakeville, concentration point for snakes, parrots, and wild animals captured in Mexico and shipped all over the world. The recently opened Port of Brownsville has among the best facilities to be found at any port. Large steamers bring cargo to Valley merchants and pull away with Valley products on regular scheduled sailings.

PORT ISABEL—was first discovered in 1526 by Spanish gold seekers, and was for years a favorite rendezvous for pirates. By 1780 it had become a summer resort for wealthy families from Mier and Camargo. In 1835 a naval battle was staged between the American sloop of war Invincible and two Mexican war ships. The captain of the Invincible was captured and hanged as a pirate. During the Mexican War Taylor made Port Isabel his base of supplies. The old lighthouse was built in 1853 on the mainland, and very shortly Port Isabel became a bustling sea-port for both Brownsville and Matamoros.

Great ships flying foreign flags dropped anchor in the purple waters of Laguna Madre, until a sand bar formed at the mouth of the pass and made it impossible for anything but smaller craft to enter the harbor. For some years then Port Isabel was only a sleepy fishing village, and a pleasant summer resort. However, with the recent revival of interest in deep water she has awakened from this lethargy and today modern hotels, apartment houses, a yacht club, fine surf-bathing, and unexcelled deep sea fishing have made it one of the favorite resorts of the Valley, as well as a port which promises to take on international importance.

MATAMOROS—the largest and most important city on the Mexican side of the river has had a stormy and exciting history. First settled in 1765 by a few families, it was designated the Congregation del Refugio in 1796, and was made a village and named Matamoros in 1821.

During the Civil War it became the most important point along the border and the population increased in a few years from 20,000 to 40,000. Through handling the contraband cotton, smuggled out along the border by the Confederacy, it became enormously wealthy. During one fifty-year period of its history it was torn and battered by 350 battles and revolutions.

Today, with its long narrow streets of houses with barred windows and heavy closed doors, it almost resembles a fort. But this grim reminder of the past is offset by flower decked plazas, gay cabarets

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and dance halls on every side, fascinating curio shops where one may buy anything from French perfume to antique furniture. Outstanding points of interest are the old Cathedral facing the plaza, the fort, the market place, the old cemetery, and the theater built during Maximilian's regime in Matamoros, immediately after the Civil War.

BAGDAD—is a "lost city" which was born of the Mexican War, nurtured by the Civil War, and devastated while still in its prime by the great hurricane of 1874. From '62 to '66 it had a population of 15,000, and great trading vessels from all over the world docked at her wharves. She was the only port of exportation for contraband cotton shipped out by the Confederacy during the Civil War. Being a city of hastily constructed frame buildings, she was completely washed away by the greatest tropical storm that ever struck this coast since the coming of the Spaniards in 1526.

BATTLE OF PALMITO HILL—The last battle of the Civil War was fought at Casa Blanca near Palmito Hill May 12, 1865, a month and three days after Lee's surrender at Appomattox. In spite of the fact that there had been a truce agreed upon between Federal soldiers and Confederate forces long before the close of the war 1,600 Federal soldiers stationed at Brazos de Santiago determined to seize several hundred bales of cotton at Brownsville. They were met by about 600 Confederates commanded by Col. John S. (Rip) Ford. After several skirmishes, there was a stiff encounter in which the Federals lost 111 men, whereupon they retreated to Brazos.

BIRD ISLAND—(*Green Island*.) A bird sanctuary located in Laguna Madre, south of Red Fish Bay. Ferry leaves from Horsehead Island on Wednesday, Saturday, and Sunday mornings.

DEL MAR—The Valley's most popular beach resort. Surf bathing, boating and fishing are indulged the year 'round. Cottages are available by the day, week, or month, and 'tis said sufferers from hay-fever and asthma are greatly relieved by the salt laden breeze at Del Mar.

EDINBURG—County Seat of Hidalgo County, established in 1908 as Chapin, name later changed to Edinburg. Location of Edinburg Junior College, serving entire upper Valley with two years of higher educational facilities; County-City Hospital, 100-bed capacity, serving all of Hidalgo County; Kiwanis Park, play and picnic spot for Upper Valley people. Pirtle's Cactus Gardens, with over 1,000 varieties of cacti; Engelman Gardens, large citrus development 12 miles northeast; one of the finest nine-hole golf courses in the South.



# « « « EDITORIAL » » »

## **The Tonic of a Great Task**

Thirteen hundred men and women from all walks of life gathered one night last week for the annual membership meeting of the Dallas Chamber of Commerce. The biggest meeting hall in downtown Dallas was inadequate for the crowd. Those who had to be turned back from the doors went away with the knowledge that this was the best attendance—by at least 600 persons—ever recorded at a meeting of the Dallas Chamber of Commerce. And since that night Dallas has been talking about this greatest manifestation of civic patriotism in many years.

That meeting was truly a rededication of a great city to new and broader vision. Dr. George W. Truett, in his keynote address, spoke of the "tonic of a great task." Dallas today is feeling the tonic of a great task, and the Chamber of Commerce intends that Dallas shall remain on that tonic.

## **Eugene M. Fowler**

The sudden death of Eugene M. Fowler on December 9, 1937, deprived Dallas of a man who had worked quietly, modestly and effectively for the city he loved. For nineteen years he had been financial secretary of the Dallas Chamber of Commerce, a post in which he had rendered unsung service, through the organization, to the community.

His task was the thankless one of seeing that the money necessary to the successful work of the organization was available. But in his ledgers and his account books he caught the vision of a greater Dallas, and served that vision as faithfully as those of his colleagues who occupied the limelight. The spirit of achievement was always with him, and his example to the staff was an inspiration. None took a more active or more personal interest in the work of the Chamber of Commerce than he, and none was more beloved.

The employees of two railroads with whom he worked for twenty-three years before coming to the Chamber of Commerce will sorely miss Eugene M. Fowler. His associates in the Chamber of Commerce, and the numberless friends he made in the two decades he was there, mourn his passing. His faithful service is a lasting monument to his memory, and the friendships which he enjoyed will keep that memory alive.

## **The Cotton Bowl Classic**

The second annual Cotton Bowl grid-iron battle will bring two of the nation's outstanding football teams to battle in Dallas on New Year's Day.

It is a matter of civic pride for Dallas to have this important sports event. It is more than a question of attracting holiday throngs to Dallas to see two of the greatest 1937 teams in a game of national interest. To the rest of the United States, Dallas and the Southwest are virtually synonymous. It is fitting that Dallas should be chosen as the city in which the Southwest's outstanding football team annually meets the most powerful eleven from some other section of the country.

There is a growing conviction among sports fans of this section that the Southwest Conference is the "toughest" in the country, that year in and year out any team from the Southwest can make a creditable showing against any other football team in the nation. The Cotton Bowl classic in Dallas will provide a yearly, practical test of this theory.

## **Civic Courage**

Facilities for growth are one of the real tests of civic vision and courage.

Too often a community waits until it has developed an acute need before it will consider the creation of a new traffic artery, the erection of new public buildings and schools, the establishment of new parks and playgrounds. Facilities for growth should be at least planned in advance of pressing need for them.

In the opening of Field Street, now nearing completion, Dallas is meeting an acute need. Had Field Street been planned earlier, and provisions made for its opening at least ten years in advance of this crisis, the project would have been less costly and probably would have been more effective as a stimulant of Dallas' growth.

The creation of Central Boulevard, for which a Chamber of Commerce committee has secured a definite agreement, is a similar example of delay on civic improvements until they have approached an emergency basis. Central Boulevard is critically needed by all of Dallas today to relieve traffic-clogged streets, to wipe out blighted areas, to provide an adequate route through the city for Dallas' most important north-south highway (U. S. 75). Central Boulevard will also be a prime factor in the growth of tomorrow's Dallas.

Dallas has experienced a year of rapid growth during 1937. It is an opportune time for Dallas to give careful study to the planning of other projects to continue and increase this growth. Forethought and foresight pay dividends when a city creates the facilities for growth.



# DALLAS

Factories and payrolls build cities. Today Dallas has more factories than any other city in the Southwest. Dallas' factories produce goods whose value exceeds the total for any other Southwestern city. Dallas today is the greatest industrial city in the Southwest, but that is no assurance that tomorrow's Dallas can maintain this rank.

New factories and new payrolls must be brought to Dallas, to supplement the growth of Dallas' existing factories.

Dallas has three great advantages to offer industry:

*Location.* Dallas is better located than any other Southwestern city for efficient distribution in the Southwestern market—more than five states and 14,000,000 people.

*Buying Power.* The diversification of resources gives the Southwest an increasingly effective buying income. Dallas, with a rank of fifth city in the United States in per capita buying power, is at the center of the Southwest's population and buying power.

*Resources.* Many of industry's raw materials come from the mines, orchards, forests, oil fields

# DALLAS *Manufacturing Center of the Southwest*

and farms of the Southwest. The industry with a factory in Dallas is near its sources of supply.

Add to these advantages the assets of cheap fuel, good living conditions, a tradition of excellent relations between employer and employee, and Dallas can compete confidently with any other city in America in industrialization programs.

Today's trend in industry is toward decentralization. It is so pronounced that industry's executives are studying the natural economic regions in which they should establish branch factories or distribution facilities. The Southwest is one of the great natural economic regions, a logical unit for manufacturing and distribution setups.

Dallas' task is to prove its advantages as the logical city in the Southwestern economic unit. The Dallas Chamber of Commerce is undertaking that task with the most intensive industrialization program it has ever attempted. It enters upon this program with complete confidence of success.

And meantime Dallas should not lose sight of its present important industries. One of the greatest sources of Dallas' growth has been the devel-

opment of big factories from little ones. Many of Dallas' greatest payrolls have come from enterprises which were started by individual effort. Dallas must continue to encourage such individual enterprise.

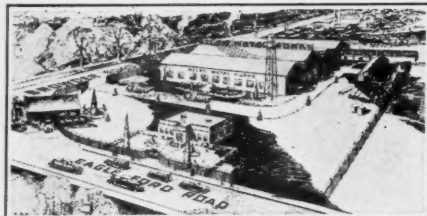
The future of Dallas as a manufacturing center is inevitably tied to the future of Dallas as a distribution center. Today Dallas is first in the Southwest in both manufacturing and distribution. Tomorrow Dallas will enjoy an even greater margin of superiority as the manufacturing and distributing center of a Southwest with more people and more buying power.

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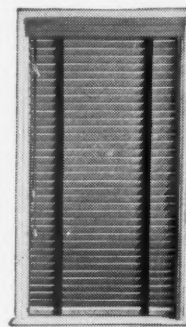
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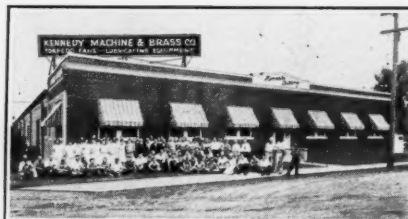
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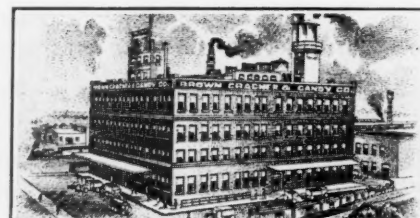
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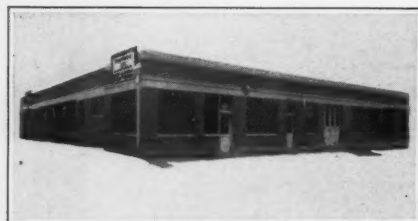
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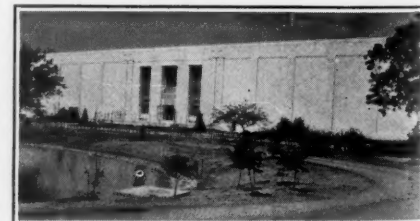
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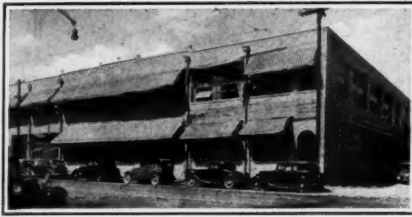
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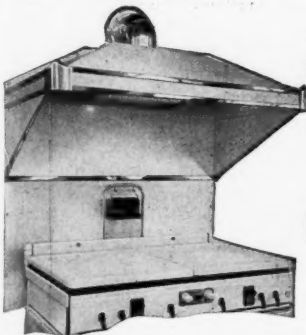
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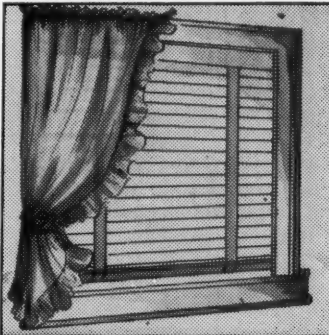


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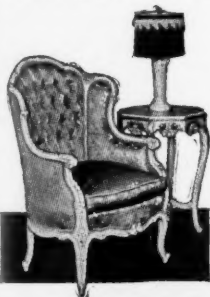
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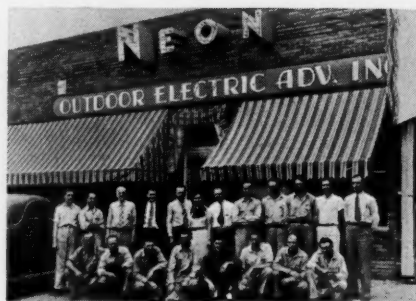
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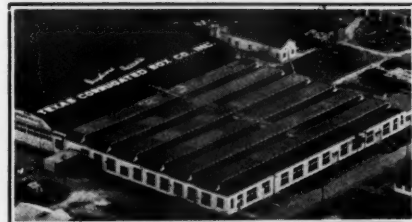
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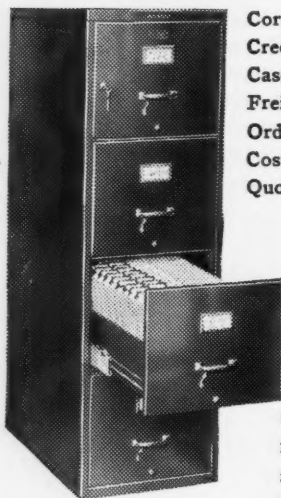


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## The Valley Hits Pay Dirt

(Continued from Page 9)

most detrimental thing that the Valley has had to deal with. There have been more than 100 shippers who have been dealing in citrus fruits in the past, and all shipping fruit at the same time. The markets can stand only so much fruit in a given period of time, and if twice or three times as much is dumped into that market than should be, the result, of course, will be lower prices. It is hoped that this practice will be done away with this year.

The independent shipper, of course, has a definite place in the picture. There is no doubt that no one would say to do away with the cash buyers, especially in a new country like the Rio Grande Valley. The shipments of these independents should be controlled and curbed in order to prevent overloading in the markets. The legislature in its last session enacted a bonding and licensing law which prescribed a \$5,000 bond for all citrus shippers doing business within the citrus zone of Texas. This law is believed to be of considerable benefit to the growers and to the reliable and legitimate shippers of the Valley. The bond guarantees to the growers that the shipper is reliable and assures him of the performance of the sales contract. The independent shipper pays cash for fruit when it is purchased and a great many of the Valley growers prefer this method. Cooperatives sell the product first and pay the grower afterwards.

### Government Control of Shippers

The Citrus Growers Industry Committee has been established in the Valley this year and is now in operation, with its headquarters in Weslaco. This is what is commonly called the Citrus Control Committee. It was organized and is operating under the authority of the Federal Citrus Marketing Agreement and Order and under the State Marketing Agreement and License. These marketing agreements were requested by Texas citrus growers and shippers. Public hearings were held at which growers and shippers were permitted to testify and voice their opinion as to whether they desired or favored these agreements.

Before the agreements could become effective, it was necessary under the laws for at least two-thirds of the growers and fifty per cent of the shippers to approve them. A Valley-wide referendum showed that more than the necessary percentages were in favor of the agreements. The agreements were then put into effect by Secretary of Agriculture Henry Wallace and State Commissioner of Agriculture J. E. McDonald. They provided for the establishment of two committees: A Growers Committee, consisting of twelve growers selected from twelve districts, and a



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Shippers Marketing Committee, consisting of seven Valley shippers. The members of the Growers Committee were selected by the growers themselves and the members of the Shippers Committee were nominated by the Shippers Association.

Under the agreements, the committees may recommend the regulation of the citrus shipments as follows:

1. By controlling the grades that are shipped.
2. By controlling the sizes that are shipped.
3. Under the federal agreement, by controlling the total volume shipped each week.

The committees meet each week and the regulations recommended to date have been for periods of one to two weeks. Every recommendation made must be justified, and before any recommendation is made, these committees take into consideration every important fact pertaining to the citrus situation, such as terminal market prices, fruit in the market areas, supplies of citrus from competing areas, other competitive fruit, the condition of the crop, the percentages of the various sizes and grades being shipped, prices to growers in the Valley, and many other facts. The Growers Committee is the administrator of the program and the Shippers Committee acts as an advisory body.

The committees make their recommendations to the U. S. Secretary of Agriculture and to the Commissioner of Agriculture of Texas, and the orders are issued by these departments. No orders are issued unless they are recommended by these committees. In addition to the authority to regulate shipments, it is within the province of the Growers Industry Committee to collect and furnish growers with information as to citrus prices, shipments and other important facts.

The administrative department of these committees is comprised of about twenty persons, and their salaries and all other expenses are paid by funds received through an assessment of approximately one-half cent per box of fruit shipped. So far this year, compulsory control of shipments has applied only to grades and sizes, depending each week upon the conditions affecting the markets. An attempt is being made to determine whether proration of shipments as to volume is necessary. At present, all shippers are voluntarily reducing shipments by volume as suggested by the committees, and this practice will continue until it becomes necessary to adopt compulsory methods of proration. If this is done, each week the committee will declare just how much fruit should be shipped that week and the shippers will be prorated as to their previous year's shipments.

In the opinion of the majority of the people well versed in the citrus business,



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compulsory proration as to volume to be shipped will be the solution of the problem of market overloadings, and will naturally result in better prices for the growers. The Valley must go through the pioneering stage as other citrus sections have done and must gain the experiences that others have gained, before the best results can be obtained. One thing is certain, prices and conditions are better now than they have ever been before, and prospects are bright for a successful year.

### Processing Plants

Prior to 1933, the canning of citrus products was an unheard-of industry in the Valley. At present, there are about forty canning and processing plants located throughout the Rio Grande Valley. The citrus canning plants were started in the season of 1933-34 and their raw material was culled grapefruit. They paid the growers approximately \$10,000 for fruit that was processed in the plants that year. In the season of 1934-35, seven canning plants had been established. They paid out \$70,000 to the growers during that season, which represented 382,588 boxes of culled grapefruit. The following season, 1935-36, seventeen plants had been put into operation and payments to the growers amounted to approximately \$266,000 for the equivalent of 619,000 boxes of fruit. During the last season of 1936-37 there were twenty-seven plants in operation and they processed about 2,563,000 boxes of fruit. The number of plants this year has been increased to forty, and it is estimated that approximately 3,500,000 boxes of fruit will be put into cans this year. A number of Florida concerns have established plants in the Valley this year, which shows that Texas has become a factor in the supply of citrus and a real competitor to Florida.

One can readily see that the canning industry has been a great benefit to the citrus industry of Texas. Prices last year ranged from \$6 to \$14 per ton for fruit that was used in processing plants. Plants this year will play an integral part in the marketing of fruit, because with the restriction of the shipment of No. 3 grade fresh fruit, canners will step in and absorb all of the No. 3's and other grades which cannot be shipped. The markets then will only receive the best grades and sizes.

Another new process of consumption of the by-products of citrus fruit is being introduced in the Valley this year by the Rio Grande Valley Citrus Exchange. The world's largest citrus meal dehydration plant is being erected to use a refuse that has heretofore been a public menace. The refuse, which consists of grapefruit and orange rinds from the canning plants, will be dehydrated and ground into citrus meal. The pulp, rinds, and seed will all be used in the meal preparation. The product has proved to be a very satisfactory cow and

chicken feed. In a recent experiment in a large dairy herd, it was revealed that cows fed citrus meal in their ration for a period of thirty days showed an increase of twenty per cent in milk production.

Refuse from practically every canning plant in the Valley has already been contracted for the new dehydration plant, which is located in Weslaco. It is estimated that the plant will have a daily output of approximately 120 tons of finished feed.

Experimentation is also being done along the lines of frozen citrus juices and hearts. Although nothing definite has developed of this nature in the Valley, it is thought that within the next few years, the quick-freezing method of preserving foods will have a part in the Valley's citrus industry. Already thousands of pounds of Valley vegetables are being quick-frozen each year, and no doubt citrus fruits will be next.

Below is listed the number of cars of fruit that were shipped from the Valley last year:

Number of Cars	Grapefruit		Oranges	
	1936-37	1935-36	1936-37	1935-36
Shipped by rail and boat.....	13,887	3,762	1,751	223
Shipped by motor vehicles.....	2,785	1,409	2,492	1,173
Shipped in mixed cars.....	925	300	924	290
Shipped LCL express.....	207	137	200	130
Utilized by processing plants.....	6,890	1,600	10	—
Total carloads.....	24,696	7,208	5,377	1,896
1936-37 Citrus Crop Returns:				
Grapefruit	Boxes	Average Price	Return	
Shipments.....	6,410,160	\$ 2.09 per box	\$13,397,234.00	
Processed.....	2,563,000	7.50 per ton	768,700.00	
Totals.....	8,973,160		\$14,165,934.00	

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 5, 1933, of Southwest Business published monthly at Dallas, Texas, for October 1, 1937.

State of Texas,  
County of Dallas.

ss.

Before me, a Notary Public in and for the state and county aforesaid, personally appeared Earl Y. Bateman, who, having been duly sworn according to law, deposes and says that he is the business manager of the Southwest Business and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, Dallas Chamber of Commerce, Dallas, Texas.

Editor, Andrew De Shong, Dallas, Texas.

Business Manager, Earl Y. Bateman, Dallas, Texas.

2. That the owner is:

Owner: Chamber of Commerce, Dallas, Texas.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are:

None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

EARL Y. BATEMAN,  
Business Manager.

Sworn to and subscribed before me this 1st day of October, 1937.

(SEAL)

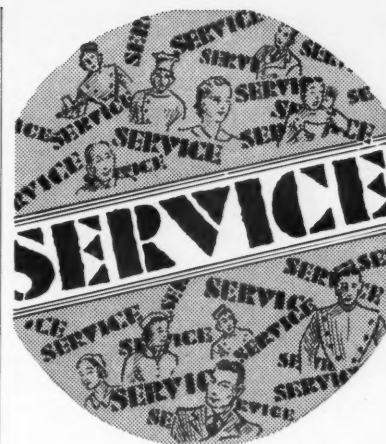
(My commission expires June, 1938).

M. E. POWERS,  
Notary, Public.

The estimate this year is that production will fall 1,000,000 boxes below last year's total. But this still means that there will be 1,000,000 boxes more that will have to be marketed this year than last, because Surplus Commodities purchased approximately 2,000,000 boxes from the Valley last year.

People of Texas are beginning to see that the citrus industry of the state is exceeded only by cotton, and possibly pecans among agricultural products. The industry is still growing and would have been considerably larger had it not been for the Gulf storm of 1933.

This year's operations are expected to be much more profitable than any previous year's, and it is thought by many that the citrus industry of Texas is now definitely on a satisfactory plan of operation—a plan which will prove profitable to the grower, shipper, and everyone else concerned. The Rio Grande Valley, the Garden Spot of America, is now paying dividends for the State of Texas.



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<p><b>DAVE BRADSHAW</b> <i>Constable</i> Precinct No. 7</p>	<p><i>Greetings to Our Friends</i></p> <p><b>LINGO LUMBER COMPANY</b> 2630 San Jacinto St. Phone 7-8525</p>	<p><b>TOM KING</b> <i>Justice of the Peace</i> Precinct No. 7</p>
<p><b>JUDGE JOHN BALDWIN</b> <i>Justice of the Peace</i> Precinct No. 1</p>	<p><b>OWEN GEORGE</b> Court House Judge County Court at Law No. 2</p>	<p><b>FRED CULLUM</b> City Hall City Assessor and Collector</p>
<p><b>JAGGARS-CHILES-STOVALL</b> COMPOSITION » » M A T S « « STEREOTYPES 1306 Marilla Street Phone 2-4591</p>	<p>BEST WISHES ... <i>from the Staff of</i> <b>SOUTHWEST BUSINESS</b> HELEN CROW E. F. FLOYD A. C. BLEVENS ANDREW DeSHONG EARL Y. BATEMAN</p>	<p><i>Best Wishes from</i></p> <p><b>ATKINS CAFE</b> 1411 Commerce <i>"Where Good Food Is Good Health"</i></p>
<p><b>THIS WEEK in DALLAS</b> <i>Only Official Visitors' Guide Endorsed by</i> DALLAS HOTEL ASSOCIATION DALLAS TOURIST COURT ASSOCIATION DALLAS CHAMBER OF COMMERCE and the HOTEL GREETERS OF DALLAS</p>	<p><i>You're Always Welcome at the</i> <b>MEGGS COMPANY</b> <i>The Complete Auto Department Store</i> 2020 Main • Phone 7-5353</p>	<p>Visit Our Store for Reasonably Priced Christmas Gifts <b>F. &amp; W. Grand-Silver Stores</b> 1623 Main Street</p>

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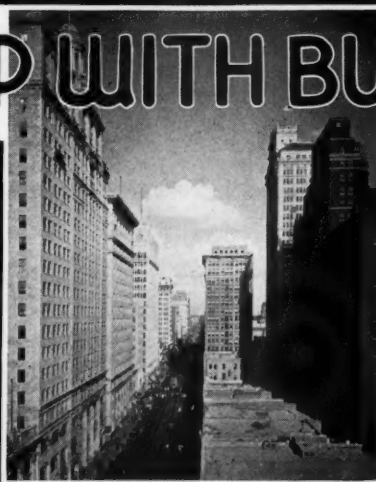
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Henry Ely

L. W. Klingman, Dallas agency manager for the Equitable Life Assurance Society of the United States, has announced the appointment of Henry Ely, well-known Dallas life insurance man, as special agent. Mr. Ely was the first agent appointed in Texas by Equitable after its return to the state in September. Mr. Ely, who has been in the life insurance business in Dallas for 15 years, specializes in programming and analyzing insurance estates. The Equitable's state headquarters are on the ninth floor of the Tower Petroleum Building.

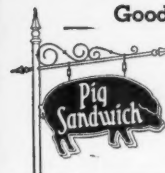


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# HUEY & PHILP CELEBRATES

## *Sixty-Fifth Anniversary*

SIXTY-FIVE YEARS of growth and service to the Southwest are being celebrated by the Huey & Philp Hardware Company. During this long business career, this organization has been a merchandising landmark in Dallas' trade territory, and during 1937 has made notable expansions in both its hardware divisions and the hotel-restaurant supply field.

The founders of Huey & Philp, starting with a small capital, inaugurated a policy of fair and courteous dealings which, coupled with ability to foresee and promptly supply the needs of their trade with sound merchandise, has resulted in the growth of this firm to its present position in the wholesale market of the Southwest.

Established in 1872, Huey & Philp has grown from a small store into one of the largest wholesale hardware and supply firms in this section of the country. From one store, Huey & Philp has developed into four stores. The hardware division, at 1900 Griffin Street, Dallas, is located in a two-story building with basement having approximately 100,000 square feet of floor space with attractive display rooms devoted to the showing of hardware, sporting goods, house furnishings, stoves, and ranges, builders' hardware and many other allied items. The general of-

fices are located in this building. A large sales force represents this division of the firm throughout Texas and the adjacent territory.

The hotel and restaurant supply store at 1102 Pacific Avenue, Dallas, is a modern, three-story building having approximately 40,000 square feet of floor space, and a modern manufacturing plant is maintained there, where the latest type Huey & Philp equipment is designed and manufactured. A complete selection of many nationally known lines of hotel and restaurant equipment and supplies is carried in stock.

The Fort Worth store, located at 300 Throckmorton Street, occupies a four-story building and is one of the finest and most modern supply houses, offering a complete service to the hotel and restaurant trade with equipment of the highest type.

The new hotel and restaurant supply store and modern manufacturing plant at Hous-

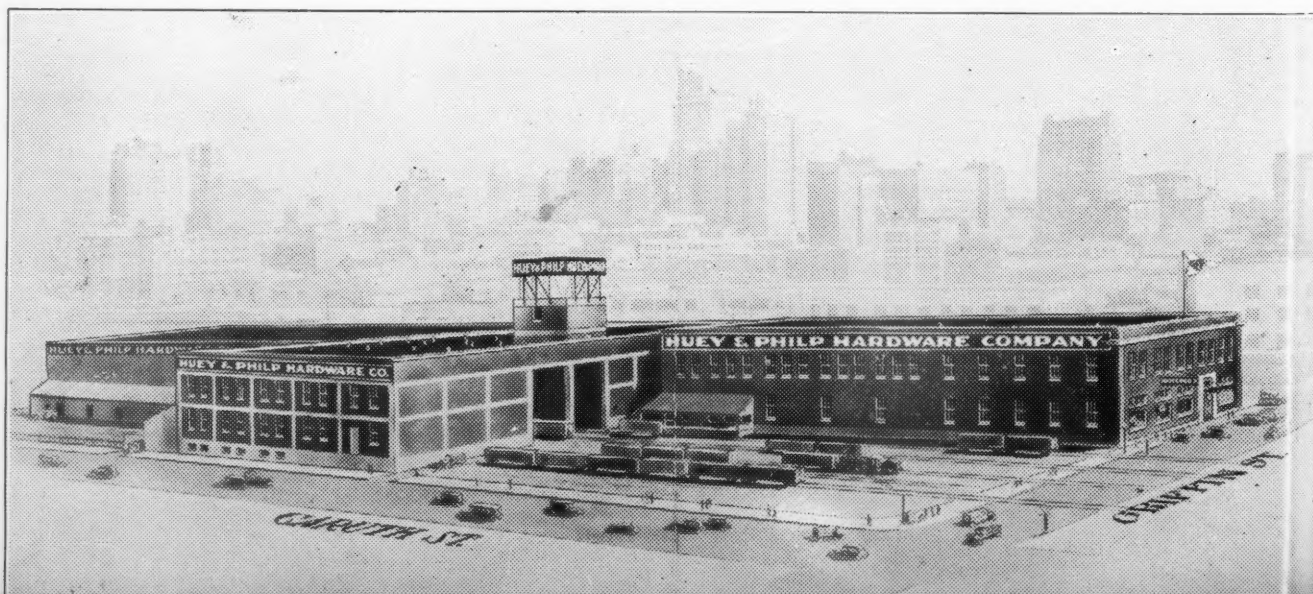
ton was opened the first part of this year. This store maintains complete stocks. It is easily accessible to the patrons in and out of the city.

The sixty-fifth anniversary edition catalogs of both the hardware division and hotel-restaurant supply department was issued this year. The issuing of these catalogs was prompted by the desire of Huey & Philp to give a greater and more satisfactory service to its customers.



*Above: Huey & Philp Hotel and Restaurant Supply Store, 1102 Pacific Avenue, Dallas, Texas*

*Below: Present home of Huey & Philp Hardware Division, 1900 Griffin Street, Dallas, Texas*





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## Business Review

(Continued from Page 17)

pared with October of last year, according to the Bureau of Business Research.

The value of building permits in 16 Oklahoma cities in October this year totaled \$2,031,740, which is more than twice the value of the permits during the preceding month and an increase of 115 percent compared with October of last year. A heavy increase in the value of building permits in Tulsa is greatly responsible for this increase, both over the previous month and the same month of last year.

New automobile registrations in Texas during October, based on reports of 15 representative counties to the Bureau of Business Research, show an increase of 5.4 percent over the preceding month and 23.1 percent over October 1936. Sales for the first ten months of this year in these counties show a decrease of 0.8 percent from the same period last year.

New passenger car registrations in Oklahoma, according to the Oklahoma Bureau of Business Research, were 7 percent greater than October, 1936. New passenger car sales for the January-October period are practically unchanged from the corresponding figure last year.

Employment in Texas during October showed an increase of 7.5 percent over October of last year, but declined 0.7 percent from the preceding month. The total weekly payroll of the firms reporting was up 18 percent from a year ago, but no change from the preceding month. Cities in which the percentage gains in both employment and payrolls over both the month before and October last year were above the state average were: Abilene, Amarillo, Beaumont, Dallas, Fort Worth, Houston, and Wichita Falls.

Electric power consumption, according to the Bureau of Business Research of the University of Texas, showed a decrease in Texas of 10.2 percent from September, but an increase of 14.6 percent over October last year. Compared with last year, commercial power consumption in October showed an increase of 13.3 percent; industrial consumption, an increase of 15.6 percent; residential consumption, an increase of 14.1 percent.

The survey of the Agricultural Department of the Dallas News brings out the fact that Texas turkey growers will enjoy more than \$5,000,000 income this season from these birds compared with \$4,800,000 last year, although the crop is 10 percent smaller. The Bureau of Agricultural Economics reports estimated cotton production in Oklahoma this season at 858,000 bales, while Texas estimated production is 5,050,000 bales, both states registering large increases over last year. Large areas in this section have received rain and snow in recent weeks which will be most beneficial to the winter wheat crop.



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# DALLAS MANUFACTURERS *and* THEIR PRODUCTS

Dallas Manufacturers produce more than 800 commodities. Dallas industry competes in quality, price and service throughout the Southwest and many manufacturers enjoy national and international distribution. The following Dallas manufacturers are listed by major classifications:

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 (See Equipment-air conditioning)  
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 Built to Your Orders.  
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 Engineering Service  
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**ALUMINUM architectural**  
 Universal Building Products

**AMMONIA household**  
 Aschner Mfg. Co.

**ANTISEPTICS**  
 C S O Laboratories

**APRONS**  
 Cannon Ball Mfg. Co.  
 Jaffee Cotton Products Mfg. Co., Inc.  
 Musgrove-Wells Bag Co.

**AQUARIUMS**  
 Southwestern Biological Supply Co.

**ASPHALT emulsified**  
 Texas Bitulithic Co.

**AUTOMOBILES**  
 Ford Motor Co.

**AWNINGS canvas**  
 Advance Awning Co.  
 Allison Awning & Stor. Co.  
 Anchor Awning Company  
 Childress Awning Co.  
 Crawford Mfg. Co., Inc.  
 Dallas Tent & Awning Co.  
 Ewell Tent & Awning Co.  
 Gilley Awning Co.  
 Mason Awning Co.  
 Musgrove-Wells Bag Co.  
 Persian Awning Co.  
 Quality Shade & Awning Co.  
 Saunders Awning Co.

**AWNINGS wood**  
 Hawley Co.

**B**  
**BADGES and BUTTONS**  
 Hayden Co.  
 Fred L. Lake & Co.  
 Weaver Badge & Novelty Co.

**BAGS burlap**  
 Chase Bag Co.  
 Fulton Bag & Cotton Mills  
 Dallas Bag & Burlap Co.  
 Jaffee Cotton Products Mfg. Co., Inc.

**BAGS cloth**  
 Cannon Ball Mfg. Co.  
 Chase Bag Co.  
 Fulton Bag & Cotton Mills  
 Jaffee Cotton Products Mfg. Co., Inc.  
 Musgrove-Wells Bag Co.

**Fulton Bag & Cotton Mills**

215 N. Preston Street  
 2-1496

Cotton Bags for all purposes; Paper Bags for flour, feed, meal, etc.; Shelf Package Paper Bags; Open Mesh Paper and Cotton Bags, Road Covers, Canvas Products of all kinds, Tents, Tarpaulins, Luggage Traveling Bags, etc.

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 Cannon Ball Mfg. Co.  
 Fulton Bag & Cotton Mills  
 Jaffee Cotton Products Mfg. Co., Inc.

**BAGS coin**  
 American Beauty Cover Co.  
 Cannon Ball Mfg. Co.  
 Jaffee Cotton Products Mfg. Co., Inc.  
 Musgrove-Wells Bag Co.

**BAGS cotton picker**  
 Jaffee Cotton Prod. Mfg. Co.  
 Fulton Bag & Cotton Mills

**BAGS cretonne**  
 Well Made Novelty Co.

**BAGS geologists'**  
 Cannon Ball Mfg. Co.  
 Jaffee Cotton Products Mfg. Co., Inc.  
 Musgrove-Wells Bag Co.

**BAGS glassine**  
 Dixie Wax Paper Co., Inc.

**BAGS hand**  
 McLaughlin Mfg. Co.  
 Padgett Bros. Co.

**BAGS ice delivery**  
 Henderson Ice Tool Mfg. Co.

**BAGS mailing**  
 Cannon Ball Mfg. Co.

**BAGS paper**  
 Chase Bag Co.  
 Fulton Bag & Cotton Mills

**BANNERS advertising**  
 American Poster & Ptg. Co.  
 General Advertising Co.  
 Hibbits Sign Co.

**BATTING cotton**  
 Dallas Waste Mills  
 Direct Mattress Co.  
 Jaffee Cotton Products Mfg. Co., Inc.  
 Olive & Myers Mfg. Co., Inc.

**BATTERIES storage**  
 Atlas Co.  
 Continental Bat. Mfg. Corp.  
 Globe-Union Mfg. Co.  
 National Battery Co.  
 Schoellkopf Co.  
 Texas Battery Corp.  
 Vitalic Battery Co., Inc.  
 Willard Storage Battery Co.

**BEARINGS connecting rod**  
 (See Rebabbiting)

**BEER**  
 Dallas Brewery, Inc.  
 Schepps Brewing Corp.  
 Wisconsin Beer Co. (bottlers)

**BEER DISPENSING EQPT**  
 Dallas Show Case Co., Inc.

**BELTING leather**  
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 TAN LEATHER



703 ELM 7-8493

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 Schoellkopf Co.

**BELTS reducing**  
 Gray Elastic Products Co.

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 Coca-Cola Bottling Co.  
 Dr. Pepper Co.  
 Fresh Orange Juice Co.  
 Fruit Juice Co.  
 Lyons Bros. Co.  
 National Nu-Grape Co.  
 Nehi Bottling Co., Inc.  
 Nu-Grape Bottlers, Inc.  
 Pepsi-Cola Bottling Co.  
 Real Juice Co.  
 Royal Crown Cola Co.  
 Seven Up Dallas Co.  
 Timpa Bottling Works  
 Vess Beverage Co.

**BILLFOLDS**  
 Wilkins Trunk Mfg. Co.

**BINDERS loose leaf**  
 George D. Barnard Sta. Co.  
 Book Craft  
 Southwest Tablet Mfg. Co. (Tablet Division)

**BINDING wire**  
 American Beauty Cover Co.  
 Southwest Tablet Mfg. Co. (Tablet Division)

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 Acme Screen Co., Inc.

**BISCUITS**  
 Brown Cracker & Candy Co.

**BLEACHES chlorine**  
 Blanco Bleach & Prod. Co.  
 Rogers Chemical Co.

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 Anchor Awning Co.  
 Musgrove-Wells Bag Co.  
 Venetian Blind Mfg. Co.  
 Sam A. Wing Co.

**BLINDS Venetian (for automobiles)**  
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**BLOUSES**  
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 Smallwood Mfg. Co.

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**BLUE-PRINTS and PHOTOSTATS**  
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Cohen Candy Co.  
Consolidated Candy Co.  
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F. F. Pardue Candy Co.  
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Co.

## CHILI

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## CHILI

Climax Chili Co.

## CHILI

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## CHILI

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## CHILI

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## CHILI

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## CHILI

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## CHILI

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## CHILI

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## CHILI

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## CHIPS potato

Frito Co., Inc.

## CHIPS potato

Mi-T-Fine Food Co.

## CHIPS potato

Alex's Pure Food Specialty  
Co.

## CHIPS potato

Broyles Kitchen Made

## CHIPS potato

Potato Chips

## CHIPS potato

Dentler Maid Food Prod-  
ucts Co.

## CHIPS potato

Frito Co., Inc.

## CHIPS potato

Mi-T-Fine Food Co.

## CHIPS potato

Morton's Potato Chip Co.

## CHIPS potato

J. Z. Norton Potato Chip  
Co.

## CHIPS potato

Oak Cliff Potato Chip Co.

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 Jones-Spivey Company  
 Texas Fur Co.

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 Higginbotham-Bailey-Logan Co.  
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 Lorch Mfg. Co.  
 M. & F. Cloak & Suit Mfg. Co.  
 Justin McCarty, Inc.

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 Dal-Tex Coffee Co.  
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 Home Products Company  
 Lone Star Coffee Co.  
 Martinez Coffee Co.  
 Semos Coffee & Tea Co.  
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 (See Rebabbiting)

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 Dad's Cookie Co.  
 Dentier Maid Food Products Co.  
 Grennan Bakeries, Inc.  
 Quality Products Co.

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 Washington Avenue Cooperage Co.

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 (See Toilet Preparations)  
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 Gena Laboratories, Inc.  
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2624 Commerce Street  
 7-6962

Toilet Preparations  
 Hair Oil and Brilliantine  
 Razor Blades

Wholesale and Retail

*A Doctor's Prescription*  
**LO LO**

*Nothing So Good*

**COSMETICS  
 SUNBURN  
 CREAM  
 INSECT  
 LOTIONS  
 LO LO  
 LABORATORIES**

4515 Worth St.  
 8-2336

**COSMETICS embalmers'**  
 Morticians Supply Co.  
**COTS canvas**  
 Fulton Bag & Cotton Mills  
**COTS metal**  
 Daltex Manufacturing Corp.  
**COTTON GIN MACHINERY**  
 (See Machinery, cotton gin)  
**COTTON MILLS**  
 (See Textiles)  
**COTTON quilting**  
 Gulf Cotton Industries  
**COTTONSEED OIL REFINERIES**  
 (See Oil, cottonseed)

**COUCHES studio**  
 Daltex Manufacturing Corp.  
 Sealy Mattress Co.  
 Simmons Co.  
 Southern Factories Corp.

**COUNTERS**  
 Coerver & Co., Inc. (variety store counters)  
 Huey & Philp Hardware Co. (restaurant counters)

**COVERING pipe**  
 United Materials, Inc., of Texas

**COVERS auto seat**  
 Crawford Mfg. Co., Inc.  
 Schoellkopf Co.

**COVERS automobile tire**  
 Crawford Mfg. Co., Inc.  
 Schoellkopf Co.

**COVERS book**  
 American Beauty Cover Co.  
 A. T. Walraven Book Cover Co.

**COVERS chair**  
 Cannon Ball Mfg. Co.

## CANNON BALL MFG. CO.

Geologists' bags, parcel post mailing bags, coin bags, coffee urn bags, butchers' and waiters' aprons, chair covers, and commercial hemming.

5611 Oleander Street  
 Phone 3-4624

**COVERS mattress**  
 Well Made Novelty Co.

**COVERS road**  
 Fulton Bag & Cotton Mills

**CRACKERS**  
 Brown Cracker & Candy Co.

**CRACKLINS**  
 Parrish's Old Fashion Cracklin Co.

**CRATES wood**  
 Temple Manufacturing Co.

Wood Boxes and Crates  
 Egg Cases  
 Poultry Coops  
 Beer Cases  
 Milk Bottle Crates  
 Fruit and Vegetable Packages  
 Beverage Cases  
 Sawdust

## TEMPLE MANUFACTURING CO.

3103 S. Haskell Ave.  
 3-7274

**CULVERTS concrete**  
 Massey Concrete Products Corp.  
 Shearman Concrete Pipe Co.

**CULVERTS metal**  
Atlas Metal Works, Inc.  
Western Metal Mfg. Co.  
Wyatt Metal & Boiler Works

## ATLAS METAL WORKS, Inc.

Culverts . . Tanks  
Garages . . Silos  
Cattle Dipping Vats  
and all Products of  
Sheet Metal

1201 Eagle Ford Road  
Phone 2-5354

## Wyatt Metal & Boiler Works

1901  
W. Commerce  
Street  
7-8741

Culverts, Tanks,  
Storm Cellars,  
Boilers, Smoke  
Stacks, Breechings  
Gasoline Plant  
and Refinery  
Equipment  
Cotton Oil Mill,  
Ice and Refrigeration  
Equipment  
Steel Tanks for  
every purpose  
Sheet Metal  
Products

**CURTAINS automobile**  
Crawford Manufacturing  
Co., Inc.

**CURTAINS shower**  
Fulton Bag & Cotton Mills  
Jaffee Cotton Products  
Mfg. Co., Inc.

**CURTAINS window**  
Charles Curtin Co.  
Fluffy-Maid Curtin Corp.  
Higginbotham-Bailey-Logan  
Co.

Lionel Curtin Corp.  
Regina Manufacturing Co.

**CUSHIONS furniture**  
Well-Made Novelty Co.

**CUTOUTS advertising**  
Southwestern Steel Rule &  
Die Co.

### D

**DAIRY PRODUCTS**  
Aerated Products Co. of  
Dallas (whipped cream)  
The Borden Co.  
Dairyland, Inc.  
Home Creamery Co.  
Metzger Dairies  
Oak Farms, Inc.  
Southwest Dairy Products  
Co.  
Tennessee Dairies, Inc.

**DEODORANTS**  
Blanco Bleach & Products  
Co.  
Hays Chemical Co.  
National Disinfectant Co.  
Southwest Chemical Corp.

**DEODORANTS embalmers**  
Morticians' Supply Co.  
**DERRICKS steel oil**  
Austin Bros.  
**DIALS watch**  
Kirk Rich Dial Corp.  
**DIAMONDS (cutters)**  
Drilling, Kaleko & Sluyter  
**DIAMONDS industrial**  
Drilling, Kaleko & Sluyter

### DIAMOND CUTTERS

Since 1905

LOOSE DIAMONDS  
DIAMOND RINGS

**DRILLING,  
KALEKO &  
SLUYTER**

224 Santa Fe Building  
Phone 2-6023

**DIES**  
Long Machine Tool & Die  
Co.  
Spaeth Manufacturing &  
Machine Shop

**DIES steel rule**  
Southwestern Steel Rule &  
Die Co.

**DISINFECTANTS**  
Atlas Manufacturing Co.  
Dixie Disinfecting Co.  
Magnolia Chemical Co.  
H. M. Meyer & Son  
National Disinfectant Co.  
Southwest Chemical Corp.  
United Chemical Co.  
Vermidine Co.

**DISPLAYS advertising**  
General Advertising Co.  
L. J. Higginbotham Photo-  
graphic Advertising Co.

**DISPLAYS natural history**  
South-Western Biological  
Supply Co.

**DISPLAYS window**  
General Advertising Co.  
Lithograph-Arts Corp.

**DOG FOOD**  
Dallas Animal By-Products,  
Inc. (canned dog food)

**DOORS elevator**  
Weaver, Inc.

**DOORS steel**  
Austin Bros., Inc.

**DOORS overhead garage**  
Overhead Door Company of  
Texas

**DOUGHNUTS**  
Dixie Cream Donut Co.

**DRAPERIES**  
(See Curtains, window)

**DRESSES children's**  
Higginbotham-Bailey-Logan  
Co.

**DRESSES linen**  
Donovan Mfg. Co.  
Higginbotham-Bailey-Logan  
Co.

Marcey Lee Mfg. Co.

**DRESSES rayon**  
Donovan Mfg. Co.  
Marcey Lee Mfg. Co.

**DRESSES silk**  
Aronson-Rose Mfg. Co.  
Donovan Mfg. Co.  
Fashion Studios  
Higginbotham-Bailey-Logan  
Co.

Kohen-Ligon, Inc.  
Lantz Mfg. Co.  
Lorch Mfg. Co.  
Mangold-Modes  
Justin McCarty, Inc.  
New York Mfg. Co.

**DRESSES wash**  
Aronson-Rose Mfg. Co.  
Darling Dress Co.  
Donovan Mfg. Co.  
Higginbotham-Bailey-Logan  
Co.

Hodge Garment Mfg. Co.  
Jeanne Dress Mfg. Co.  
Lantz Mfg. Co.  
Lorch Mfg. Co.  
Maltex Fabrics, Inc.

## DONOVAN MANUFACTURING COMPANY

800 Jackson  
Street

2-7796

Cotton, Rayon,  
Linen and Silk  
Dresses

Mangold-Modes  
Marcey Lee Mfg. Co.  
Justin McCarty, Inc.  
New York Mfg. Co.

**DRESSES wool**  
Higginbotham-Bailey-Logan  
Co.

L. & L. Mfg. Co.  
Lantz Mfg. Co.  
Lorch Mfg. Co.  
Justin McCarty, Inc.  
Sheba Ann Frocks, Inc.

**DRESSING salad**  
N. S. Alexander & Sons  
Best Foods, Inc.  
Dal-Tex Coffee Co.  
Dentler Maid Food Prod-  
ucts, Inc.

El Food Corp.  
Morton's Potato Chip Co.  
Regal Foods, Inc.  
Southern States Foods, Inc.  
Tex-Mex Foods, Inc.  
U. S. Coffee & Tea Co.

**DRUGS and MEDICINES**  
(See also Pharmaceuticals)

Aechner Mfg. Co.  
Best Products Co.  
Cleairo Co.  
Crown Remedy Co.  
Gena Laboratories, Inc.  
G. M. Gordon Drug Co.,  
Inc.  
Hed-Lyte Co.  
Honeyouth, Inc.  
Killough Chemical Co.  
W. S. Kirby Co., Inc.  
L. & K. Laboratories  
Link Laboratories  
Superior Products Co.

## W. S. KIRBY CO., Inc.

2201 S. Harwood  
4-0978

### Medicines

Dr. Ware's Black Pow-  
der, Red Powder, Baby  
Powder, Eye Salve,  
Foot Powder.  
*Toilet Preparations*  
Face Powder, Creams,  
Lotions, Lipstick,  
Rouge, Skin Tonics,  
Shampoo, Etc.

**DRY ICE**  
Liquid Carbonic Corp.

**DRYERS dress**  
Tubbs Mfg. Co.  
**DUCTS air**  
Dallas Air Conditioning Co.,  
Inc.  
Dallas Tank & Welding Co.  
Monerief Furnace & Mfg.  
Co., Inc.  
The Murray Co.

**DYES leather**  
Dixie Products Co.  
Dyo Chemical Corp.

**DYES oil**  
Dyo Chemical Corp.

## Dixie Products Company

4103 Elm St.  
3-0374

Cleanser and Polish  
for white shoes,  
purses, belts and  
gloves.

Dressing and Polish  
for smooth leather  
shoes, purses, belts  
and gloves.

Dressing and Dye  
for suede shoes.

Dyes in all colors  
for leather.

### E

**EGGS frozen**  
Ovson Egg Co.  
Swift & Company  
Tranin Egg Products Co.

**ELECTRIC LIGHTING**  
PLANTS, gas engine  
driven  
Southwest Equipment Co.

**ELECTROPLATING**  
Dallas Mfg. & Plating Co.  
Dallas Silversmithing Co.  
Texas Electro Plating Co.

**ELECTROTYPES**  
(See Stereotypers)

**ENAMELING porcelain**  
Textlite, Inc.

### Porcelain Enameling

### TEXTLITE

Advertising, Identification,  
Directional SIGNS

Theatre Marquees  
Ticket Booths 2

**ARCHITECTURAL**  
Exteriors and Interiors

**REFRIGERATOR PARTS**  
Hotel Supply Fixtures  
Commercial Enameling

**ENGINES Diesel**  
Guiberson Diesel Engine Co.

**ENGINES, gas**  
Southwest Equipment Co.

**ENGINES, industrial, gas**  
Southwest Equipment Co.

## GUIBERSON DIESEL ENGINE COMPANY

1000 Forest Ave.  
4-2185

### DIESEL ENGINES

**ENGINES, oilfield**  
Southwest Equipment Co.

Gas Engines for All  
Industrial and Oilfield Uses  
2 H.P. to 500 H.P.  
Gas Engine Electric Plants  
**SOUTHWEST  
EQUIPMENT COMPANY**  
705 Ross Ave., Dallas, Tex.  
Phone 2-8841

**ENGRAVERS, photo**  
Harper Standard Engraving  
Co.  
Southwestern Engraving Co.  
Superior Photo-Engravers,  
Inc.

White Engraving Co.  
A. Zeese Engraving Co.

**ENGRAVERS steel die**  
Mason Engraving Co.  
Morgan Engraving Co.  
Warneke Engraving Co.

## MASON ENGRAVING COMPANY

1105 Commerce St.  
2-3910

Engraved Business and  
Social Stationery  
Wedding Invitations  
Christmas Cards

## MORGAN ENGRAVING COMPANY

1315 Federal St.  
2-5057

Steel Die and Copper  
Plate Engravers  
Wedding Invitations  
Cards - Stationery  
Letterheads  
Greeting Cards, Etc.

**ENGRAVINGS wood cut**  
Glover Rubber Stamp Mfg.  
Co.

**ENVELOPES**  
Hesse Envelope Company of  
Texas  
Otey Envelope Co.

**EQUIPMENT air conditioning**  
Art Sheet Metal & Model  
Works  
Carraway-Byrd Corp.  
Dallas Air Conditioning Co.,  
Inc.  
Polar-Air, Inc.

**EQUIPMENT automobile**  
testing  
Mitchell Equipment Co.

**EQUIPMENT contractors'**  
W. E. Grace Co.

**EQUIPMENT hotel and**  
restaurant  
Huey & Philip Hardware Co.  
Moulton Mfg. Co., Inc.

**EQUIPMENT refinery**  
Texas Boiler & Machinery Co.  
**Wyatt Metal & Boiler Works**  
**EQUIPMENT refrigerating**  
Wyatt Metal & Boiler Works  
**EQUIPMENT sound**  
Sherman Co.  
**EXCELSIOR paper**  
Paper Excelsior Packing Co.  
**EXCELSIOR wood**  
Olive & Myers Mfg. Co., Inc.  
Paper Excelsior Packing Co.  
**EXERCISERS**  
Gray Elastic Products Co.  
**EXTERMINATING PRODUCTS**  
Abel Exterminating Co.  
**EXTRACTS flavoring**  
American Products Co., Inc.  
Best Products Co.  
Brown & Derby Mfg. Co.  
Dal-Tex Coffee Co.  
Dor-Jen Products Co.  
Gena Laboratories, Inc.  
A. E. Hiles Co.  
Schnitzius Mfg. Co.  
Tex-Mex Foods, Inc.  
Wilson Coffee & Tea Co.

### BEST PRODUCTS COMPANY

615 S. Akard St.  
2-6682

FLAVORING  
EXTRACTS  
SPICES  
HOME REMEDIES  
COSMETICS

### F

**FANS attic ventilating**  
Kennedy Machine & Brass Co.  
**FANS electric**  
Dallas Engineering Co.  
The Folsom Co.  
Kennedy Machine & Brass Co.  
Knight Fan Co.  
Tubbs Mfg. Co.  
Wind-de-Lite Co.  
**FANS exhaust**  
Cirklair Division, The Folsom Co.  
Dallas Engineering Co.  
Kennedy Machine & Brass Co.  
The Murray Co.  
Tubbs Mfg. Co.  
**FEEDS**  
Burrus Feed Mills  
Conkey Feed Mills of Texas  
Dallas Oil & Refining Co.  
W. J. Lawther Mills, Inc.  
Planters' Cotton Oil Co.  
Stanard-Tilton Milling Co., Inc.  
Trinity Cotton Oil Co.

### BURRUS FEED MILLS

2701 Alamo St.  
7-9111

POULTRY FEEDS  
DAIRY FEEDS  
RABBIT RATION

**FELTS mattress**  
Dallas Waste Mills  
**FELTS roofing**  
Fleming & Sons, Inc.

**FERTILIZERS**  
United Chemical Co.  
**FILLERS egg case**  
Fleming & Sons, Inc.  
**FILLERS loose leaf**  
Southwest Tablet Mfg. Co., Tablet Division  
**FILMS motion picture advertising**  
Jamieson Film Laboratories  
National Screen Service of Texas, Inc.  
Tad Screen Advertising, Inc.  
**FILTERS water**  
Kennedy Machine & Brass Co.  
**FIRE APPARATUS**  
McAllister Fire Equipment Co.  
**FIRE ESCAPES**  
Austin Bros., Inc.  
Mosher Steel Co.  
Weaver, Inc.  
**FITTINGS pipe**  
Southern Nipple Mfg. Co.  
**FIXTURES bank**  
Dallas Show Case Co., Inc.  
**FIXTURES lighting**  
Burdick-Baron Co.  
Dallas Iron Works, Inc.  
Meletio Electrical Supply Co.  
Potter Art Iron Studios  
Rigsbee Iron Craft Studio  
Wind-de-Lite Co.  
**FIXTURES store**  
Adleta Show Case & Fixture Mfg. Co.  
Coerver & Co., Inc.  
Dallas Show Case Co., Inc.  
Hoover Fixture Co.  
Richardson Cabinet Works

## Dallas Engineering Company

Large electric fans  
for cooling and  
ventilating stores,  
offices and fac-  
tories ... Airplane  
type electric fans  
... Exhaust fans  
for commercial  
and industrial use  
... Home kitchen  
ventilators.

1115 Hall Street  
8-2948

Standard Fixture Inc.  
Standard Show Case Works  
**FLAVORS imitation**  
Dor-Jen Products Co.  
L. & K. Laboratories  
**FLOORING wood**  
Texas Oak Flooring Co.  
**FLOUR**  
Blue Bonnet Flour Corp.  
Morten Milling Co.  
Stanard-Tilton Milling Co., Inc.  
Tex-O-Kan Flour Mills Co.  
**FLOUR doughnut**  
Angel Cream Donut Flour Co.

### Angel Cream

### Donut Flour Co.

Pre-yeast Raised  
Doughnut Flour, Cake  
Doughnut Flour

619 E. 10th St. 6-1741

**FLOWERS artificial**  
Gall Novelty Co.  
**FLUIDS brake and shock absorber**  
C. D. Myers  
National Tripoil Co.  
Southwest Oil Products Co.  
Technical Chemical Co.  
**FLUIDS embalming**  
Morticians Supply Co.  
**FLUMES**  
Western Metal Mfg. Co.  
**FOLDERS vertical file**  
Hesse Envelope Co. of Tex.  
**FOODS infants'**  
Dahl-Rose Food Products Co.  
**FOOD PRODUCTS**  
(See specific items)  
**FOOTLIGHTS**  
Standard Electric Mfg. Co.  
**FORMS legal**  
Martin Stationery Co.  
Odee Co.  
**FORMS loose leaf**  
Geo. D. Barnard Stationery Co.  
Bennett Printing Co.  
Dorsey Co.  
Southwest Tablet Mfg. Co., Tablet Division  
**FORMS ruled**  
Bennett Printing Co.  
The Dorsey Co.  
**FOUNDRIES**  
(See Castings)  
**FOUNTAINS**  
Gunter Pottery Shop  
Holmes Street Pottery  
**FRUITS artificial**  
Gall Novelty Co.  
**FURNACES gas floor**  
Moncrief Furnace & Mfg. Co., Inc.  
**FURNACES light duty yard**  
Ace Heater Mfg. Co., Inc.  
**FURNITURE chromium**  
Standard Fixture, Inc.  
**FURNITURE household**  
Acme Furniture Manufacturing Co.  
Daltex Mfg. Corp.  
Harrison Furniture Mfg. Co.  
Kroehler Mfg. Co.  
Myres Furniture Mfg. Co.  
Olive & Myers Mfg. Co., Inc.  
Sealy Mattress Co.  
**FURNITURE lawn**  
Allison Awning & Storage Co.  
Anchor Awning Co.  
Gunter Pottery Shop  
Holmes Street Pottery (cast stone)  
Potter Art Iron Studios  
Rigsbee Iron Craft Studio  
Texas Iron & Wire Works

**FURNITURE special**  
Coerver & Co., Inc.  
Richardson Cabinet Works  
**G**  
**GARAGES metal**  
Atlas Metal Works, Inc.  
**GARLIC (in cellophane bags)**  
Bellamy Sales Co.  
**GAS acetylene**  
Linde Air Products Company of Texas  
National Cylinder Gas Co. of Texas  
Prest-O-Lite Co., Inc.  
**GAS carbonic acid**  
Crystal Carbonic Laboratory, Inc.  
Liquid Carbonic Corp.  
**GASKETS**  
Texacone Co., Inc.  
Oriental Packing Company

## GASKETS

Made for All  
Purposes

Belting Appliances, Air  
Condition Gaskets, any  
size and shape. Visit  
our plant or send model  
of gasket wanted for  
prices .. any quantity.  
Hose of all kinds...  
steam, water, air and  
gasoline.

### ORIENTAL PACKING CO., Inc.

3330 Elm Street  
Phone 7-4023

**GATES irrigation**  
Western Metal Mfg. Co.  
**GERMICIDES dairy**  
Blanco Bleach & Products Co.  
**GINGER ALE**  
Circle A Ginger Ale Co.  
Pure Food Products, Inc.  
Real Juice Co.  
**GLASSWARE**  
Dallas Cut Glass Company  
**GLOVES cotton**  
R. E. Krochman, Inc.  
Stephenson's  
**GLUE**  
Adhesive Mfg. Corp.  
Montag Cement Co.  
**GRILLS screen door**  
Acme Screen Co., Inc.  
R. H. Hutchinson & Co.

### ADHESIVE MFG. CORP.

Glues .. Gums .. Paste  
Sizings

2226 Griffin St. 7-2957

Texas Iron & Wire Works  
Unique Products Co.  
**GUARDS window**  
R. H. Hutchinson & Co.  
Unique Products Co.  
Weaver, Inc.

### H

**HANDKERCHIEFS**  
Maltex Fabrics, Inc.  
**HANGERS garment**  
Extension Garment Hanger Co.  
Star Service Hanger Co. of Texas  
**HARDWARE, screens**  
Acme Screen Co., Inc.  
**HARNES and SADDLES**  
Padgett Bros. Co.  
Schoellkopf Co.  
**HATS men's**  
Byer-Rolnick Co.  
Davis Hat Co.  
Rolnick Hat Co.  
Willard Hat Co.  
**HEADS millinery display**  
Standard Fixture Inc.  
**HEATERS gas water**  
Ace Heater Mfg. Co., Inc.  
Consumers Supply & Plumb-  
ing Co.  
**HEATERS space—cast iron**  
Ace Heater Mfg. Co., Inc.  
**HOLDERS garage door**  
R. H. Hutchinson & Co.  
**HOLDERS napkin and straw**  
Ingram Sales Co.  
Tray Service Co.  
**HONEY**  
Sioux Honey Association  
Stahmann Honey Co.  
**HOOKS ice**  
D. Henderson Ice Tool Mfg. Co.  
**HOSE athletic**  
Cullum & Boren Co.  
**HOSE auto pump**  
L. D. Tuttle Co.  
**HOSIERY DYERS**  
Far-Tex Hosiery Co.  
**HOSIERY MILLS**  
Baker-Moise Hosiery Mills  
McGaughey Hosiery Mills  
Far-Tex Hosiery Co. (men's)  
**HULLS cotton seed**  
(See Oil, cottonseed)

### I

**ICE**  
Central West Co.  
Crystal Ice Co.  
Dairyland, Inc., Ice Dept.  
Dallas Ice Factory  
Diamond Ice Co.  
Lewis Ice & Cold Storage Co.  
Pacific Ice & Cold Storage  
Paramount Ice Co.  
Polar Ice & Cold Storage Co.  
Pure Ice & Cold Storage Co.  
Quality Ice Co.  
Republic Ice Co.  
Service Ice Company  
Southern Ice Co., Inc.  
Southern Properties, Inc.  
Southland Ice Co., Inc.  
Stubbs Ice Company  
Superior Ice Co., Inc.  
Union Ice Co.  
**ICE CREAM**  
Ashburn Ice Cream Co.  
Best-Ov Products, Inc.  
Boedeker Mfg. Co.

### CABELL'S, Incorporated

4017 Commerce St.  
3-6148

Ice Cream  
and  
Dairy Products

QUALITY  
DAIRY LUNCHES  
at all

Cabell's Dairy Shops



Brown Ice Cream Co.  
Cabell's, Inc.  
Dairyland Ice Cream Co.  
Donnell Ice Cream Co.  
Elrod Ice Cream Co.  
Lord Ice Cream Co.  
Mother's Ice Cream Co.  
Oak Cliff Ice Cream Co.  
Purity Ice Cream Co.  
Smith Ice Cream Co.  
Southwest Dairy Products Co.  
Three Flowers Ice Cream Co.

#### INK printing

International Printing Ink Corp.  
Chas. Eneu Johnson & Co.  
Texas Printing Ink Co.

#### INSECTICIDES

Abel Exterminating Co.  
Atlas Mfg. Co.  
Blanco Bleach & Products Co.  
Dixie Disinfecting Co.  
Hays Chemical Co.  
International Exterminator Co., Inc.  
Jack's Chemical Co.  
Magnolia Chemical Co.  
Magnolia Seed Co.  
H. B. Meyer & Son  
National Disinfectant Co.  
Rogers Chemical Co.  
Southwest Chemical Corp.  
Southwest Oil Products Co.  
United Chemical Co.  
White Crusader Products & Exterminating Co.

#### A B E L

#### Exterminating Co.

Roach Powder  
Ant Syrup  
Fly Spray  
Termite Treat  
Moth Proofer

4110 Ross Ave. 8-4133

**INSTRUMENTS** recording  
Foxboro Co.  
C. J. Tagliabue Mfg. Co.

#### DALLAS IRON WORKS, Inc.

Light Fixtures  
Wrought Iron Work  
Ornamental and  
Architectural Iron and  
Wire Works

3309 Oak Lane  
Phone 4-5363

#### WEAVER, Inc.

1807 Laws St.  
2-8137

Hollow metal elevator  
doors, steel stairs, fire  
escapes, wire tellers'  
cages, wire window  
guards, iron window  
guards; all kinds of mis-  
cellaneous and orna-  
mental iron.

#### IRON ornamental and wrought

Dallas Iron Works, Inc.  
Mosher Steel Co.  
Potter Art Iron Studios  
Rigabee Iron Craft Studio  
Texas Iron & Wire Works  
Weaver, Inc.

#### INSULATION

Texas Insulation Co.  
United Materials, Inc.,  
of Texas

#### J

#### JANITORS' SUPPLIES

(See Disinfectants, Insecti-  
cides, Compounds, Sweep-  
ing, Deodorants, Etc.)

#### JELLIES

Dallas Coffee & Tea Co.  
**JEWELERS manufacturing**  
Moore-DeGrazier Co.  
Orkin Jewelry Mfg. Co.

#### JEWELRY costume

Gall Novelty Co.  
**JOISTS precast-concrete**  
Nolan Browne Co.

#### K

#### KALSOMINE

Sherwin-Williams Co.  
U. S. Sanatone Co.

**FOR PLASTIC PAINTS  
OR TEXTURE PAINTS**  
... get delivered prices on  
our Sanatone, Decretone  
and Centennial Special  
Texture Paints ... ALL  
GUARANTEED.

Complete Joint System  
with either metal or cloth  
tape.

*We Sell for Less!*  
Make Us Prove It!

We are Manufacturers  
**U. S. Sanatone Co.**  
6107 Worth—Dallas, Tex.

**KAPOK** processed  
Well Made Novelty Co.  
**KNIVES** machine  
Courtney & Co.

#### L

**LABELS**  
Crescent Card Co.  
(gummed labels)

#### National Lead Company

Solder, Bar and  
Wire  
Antimonial Lead  
Products  
Lead Sash Weights  
Babbitt Metal  
Linotype Metal  
Stereotype Metal  
Monotype Metal  
Electrotype Metal  
Lead Pipe, Traps  
Bends and Ferrules  
Ingot Lead  
Pig Lead  
Pig Tin and  
Bar Tin  
**959 Terminal St.**  
**Phone 7-6174**

Exline-Lowdon Co.  
Tom W. Grace Co.  
Lithograph-Arts Corp.  
Southwest Seal & Label Co.

#### LAMPS

Knight Fan Co.  
Potter Art Iron Studios

#### LARD

Neuhoff Bros., Packers  
Ben H. Rosenthal & Co.  
Wright & Patterson Pack-  
ing Co.

#### LEAD

American Smelting & Refin-  
ing Works  
Liberty Smelting & Refin-  
ing Works  
National Lead Co.  
Southern Lead Co.

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Schoellkopf Co.

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(Chenille letters)

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Brace Co.  
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Appliances

*All Work  
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(See Underwear, women's)

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Mfg. Co., Inc.

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Dorsey Co.  
Etheridge Printing Co.  
Exline-Lowdon Co.  
Lithograph-Arts Corp.  
Padgett Printing Co., Inc.  
Reynolds & Reynolds Co.  
Todd Sales Co.

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National Tripoil Co.  
Pyroil Co. of Tex.  
Refinoid Service Co.  
Robertson Bros.  
Southwest Oil Products Co.  
The Texas Co.

#### LUBRICATING EQUIPMENT

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Co.

#### LUGGAGE (also see Trunks)

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Fulton Bag & Cotton Mills  
Walter Gottlieb Co.  
Padgett Bros. Co.  
Henry Pollack, Luggage  
Wilkins Trunk Mfg. Co.

#### LUMBER hardwood

#### M

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American Cotton Machine  
Co.  
Continental Gin Co.  
Hinckley Gin Supply Co.  
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The Murray Co.  
Southern Saw & Brush  
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#### John E. Mitchell Company

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Street

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3-2101

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CLEANING  
MACHINERY**

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& Supply Co.

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W. E. Grace Co.  
Servis Equipment Co., Inc.

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Sutton, Steele & Steele, Inc.

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and coloring  
Kennedy Machine & Brass  
Co.

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Samuel Bert Mfg. Co.  
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SHOPS**

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Acme Machine Works  
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Shop

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Co.

Long Machine Tool & Die  
Co.  
Mayhew Machine & Engi-  
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Murray-Block Machine Shop  
Robinson Machine & Forge  
Works  
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Shop

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FRUIT SNOW  
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ply Co.

**MARKERS** grave  
Sisto Mfg. Co.  
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**MARKERS** traffic  
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FOR ALL  
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Utility Manufacturing Co.

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W. M. Buckmeyer Mattress Co.  
Corley Mattress Factory  
Dallas Bedding Co.  
Dallas Mattress Co.  
Dal-Tex Mattress Co.  
Direct Mattress Co.  
Hamilton Mattress Co.  
Harmer Mattress Co.  
Ideal Mattress & Carpet Renovating Co.  
W. M. Jacobs Mattress Factory  
Knox Street Mattress Co.  
P. B. Marsh Mattress Factory  
Medford Mattress Factory  
Mitchell Mattress Co.  
O. K. Mattress Co.  
Olive & Myers Mfg. Co., Inc.  
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Restmore Mattress Co.  
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Simmons Co.  
Sleep-Ezy Mattress Co.  
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Texas Bedding Co.

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Heilman & Wirtz  
Trinity Memorial Co.

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Dallas Coffee & Tea Co.  
Dentler Maid Food Products Co.  
El Food Corp.  
Morton's Potato Chip Co.  
Pure Food Products, Inc.  
Shefford Cheese Co., Inc.

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Manufacturers of

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Telephone 7-1368

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# DENTLER MAID FOOD PRODUCTS COMPANY

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Mayonnaise  
Cookies  
Salad Dressing  
Relish Spread  
Mustard  
Potato Chips

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Morton Milling Co.  
Stanard-Tilton Milling Co., Inc.

# MEAL cottonseed

(See oil cottonseed)

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Geo. A. Hornel & Co.  
Neuhoff Bros., Packers  
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Wright & Patterson Packing Co.

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Chili . . Smoked Bacon . .  
Dry Salt Meat.

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Dallas Marble & Granite Co.  
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National Lead Co.  
Southern Lead Co.

# METAL printers'

American Smelting & Refining Works

# American Smelting & Refining Works

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# Art Sheet Metal and Model Works

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Dallas, Texas

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Art Mill & Mfg. Co.  
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Buell Lumber & Mfg. Co.  
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Cowser & Co.  
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Huttig Sash & Door Co.  
Bob Norman Planing Mill  
Richardson Cabinet Works  
Service Screen Co.  
Elliot Shields Planing Mill Co.  
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Fox-Coffey-Edge Co.  
Goldberg Millinery Co.  
Gold-Claire Hat Co., Inc.  
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Higginbotham Millinery Co.  
Hiland Hat Corp.  
Lichtenstein Millinery Co.  
Mancell-Wilson, Inc.  
Mandel Millinery Co.  
Marie Hat Mfg. Co.  
Queen Hats, Inc.  
Tiffany Hat Company  
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United Glass & Mirror Co.

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Metzger Dairies

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Kennedy Machine & Brass Co.  
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Robinson Machine & Forge Works  
Spaeth Mfg. & Machine Shop

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Dallas Marble & Granite Co.  
Dallas Monumental Art Co.  
B. H. Elliott Marble & Granite Works  
Kearley Monument Company  
O'Shea Monument Works  
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(See Brooms and Mops)

# MUCILAGE

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Tex-Mex Foods, Inc.  
U. S. Coffee & Tea Co.  
Wilson Coffee & Tea Co.

# N

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American Smelting & Refining Works

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# NOVELTIES plaster

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Sani-Pac Peanut Co.  
U. S. Coffee & Tea Co.

# O

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# OIL specialty automotive

Southwest Oil Products Co.

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Swabs; Sucker Rod  
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*For the Southwest Trade*

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### P

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Metallic packings for compressors and engines, oil wipers, packing rings; cotton, asbestos and flax braided packing; multi-stage cages; orifice plate metallic packings; packing installations against pressure systems; boiler, manhole and hand-hole gaskets; chemical resisting gaskets; pistons, for high pressure; labyrinth packings for rotary shafts; oil seals for rotary shafts; heat treated alloy rods, plungers and pump sleeves; pipe clamp gaskets; gasoline proof piston rings; centrifugal pump packing.

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**PADS ironing board**  
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**PADS leather back**  
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**PADS table**  
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Roach Paint Co.

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**PAINTS traffic**  
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Lincoln Paint & Color Co.  
Martin-Senour Co.  
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Simon Hubig Co.  
Quality Products Co.  
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(See Mill Work)

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Triangle Poster Printing  
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Co.  
June Thomason Printing  
Co.  
Van Buren Co.  
Vanderpool-Meggs Co.  
Vogel-Bracken Printers,  
Inc.  
Waller Bros. & Kenyon,  
Inc.  
Geo. W. Waller Co.  
Walraven Bros., Inc.  
Warlick Law Printing Co.,  
Inc.  
Weatherford Printing Co.  
White Printing Co.  
Harry Wilkinson & Son  
Wilkinson Printing Co.  
Jno. A. Williams Printer  
Robert Wilmans  
Wilson Printing Co.  
Womack Bros.  
Wood Printing Co.

### .. Publications

### .. Booklets

### .. Pamphlets

**PEERLESS  
PRINTING CO.**  
PHONE 2-2900  
Fidelity Building

**CARDS...**  
OF ALL DESCRIPTIONS!  
Display Cards, Real Estate  
Cards, Car Cards,  
Political Cards  
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POSTER PRINTING CO.  
2029 1/2 Jackson 7-1296

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Cardova Press, Inc.  
Dealey & Lowe  
Turner Co.  
Mathis Van Nort & Co.  
Who's Who Publishing Co.  
**PUBLISHERS city directories**  
John F. Worley Directory  
Co.  
**PUBLISHERS music**  
Stamps-Baxter Music Co.  
**PUBLISHERS newspapers**  
A. H. Belo Corp.  
Buck W. Brown Publishing  
Co.  
Daily Commercial Record  
Dallas Craftsman  
Dallas Dispatch  
Dallas Gazette  
Dallas Shoppers News  
Dallas World  
La Tribuna Italiana  
Texas Co-Operative News  
Times Herald Printing Co.,  
Inc.  
Uncle Jake Sport News  
Western Newspaper Union

### DALLAS GAZETTE

Newspaper  
Publishers

2613 Bryan Street  
Phone 3-1159

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Baptist Progress  
Baptist Standard Publishing  
Co.  
Blaylock Publishing Co.  
Cokesbury Press  
Collegiate Press, Inc.  
East Texas Magazine  
Farm & Ranch  
Holland Magazine Co.  
Southern Home & Garden  
Southwest Business  
Texas Weekly  
This Week In Dallas  
**PUBLISHERS school book**  
Byrne Publishing Co.  
Southern Publishing Co.  
Tardy Publishing Co.  
Banks Upshaw & Co.  
**PUBLISHERS trade journals**  
Coates Publishing Co., Inc.  
Cotton Ginners' Journal  
Cotton & Cotton Oil Press  
Dealey & Lowe  
R. C. Dyer & Co.  
Harben-Spotts Co., Inc.  
National Technician  
Peterson Publishing Co. of  
Texas  
Petroleum Engineer Pub-  
lishing Co.  
Poultry News  
Southern Pharmaceutical  
Journal  
Southwest Business  
Southwest Insurer  
Southwestern Banker  
Southwestern Purchaser  
Southwestern Retailer  
Texas Bankers Record  
Texas Bond Reporter, Inc.  
Texas Food Journal

### COTTON GINNERS' JOURNAL

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7-3743

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Wilkins Trunk Mfg. Co.  
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Industrial Paint & Varnish  
Co.  
Sherwin-Williams Co.  
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Hoover Fixture Co.  
Standard Fixture, Inc.  
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Excel Auto Radiator Co.  
**RADIOS**  
Watterson Radio Mfg. Co.  
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Potter Art Iron Studios  
**REBABBITTING connecting  
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Federal Mogul Corp.  
Peerless Bearing Systems,  
Inc.  
Vulcan Bearing Service,  
Inc.  
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P. M. Kenley  
**RECOVERS automobile top**  
Schoellkopf Co.  
**REFRIGERATORS commercial**  
Zero Plate Co.  
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Mfg. Co., Inc.  
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Foxboro Co.  
C. J. Tagliabue Mfg. Co.

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Craddock Food Mfg. Co.  
Dallas Coffee & Tea Co.  
Pure Food Products Co.,  
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Regal Foods, Inc.  
Roter Pickle & Canning Co.  
Tex-Mex Foods, Inc.  
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Vermidine Co.  
**REMEDIES poultry**  
Vermidine Co.  
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Weber's Root Beer Co., Inc.  
**RUBBER GOODS mechanical**  
Bell Rubber Co., Inc.  
**RUGS**  
Chenille Rug Weaving Co.  
**S**  
**SADDLES**  
(See Harness and Saddles)  
**SAUCE barbecue**  
Figaro Co. (barbecue smoke  
sauce)  
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Aschner Mfg. Co.  
Dallas Vinegar & Blueing  
Co.  
Dal-Tex Coffee Co.  
Dentier Maid Food Products  
Co.  
Pure Food Products, Inc.  
Roter Pickle & Canning Co.  
Tex-Mex Foods, Inc.  
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Klein Bros. Kosher Provi-  
sion Co.  
Neuhoff Bros., Packers  
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**SCREENS door and window**

(See also Mill Work)

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Hawley Co.

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**SCREENS, fly**

Acme Screen Co., Inc.

**ACME SCREEN  
CO., Inc.**

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3-2126

Venetian Blinds  
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Fred L. Lake & Co.  
Martin Stationery Co.  
Sieber Rubber Stamp Mfg. Co.

**SEALS meter**

Caldwell Padlock Seal Co.

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Columbia Mills, Inc.  
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Dal-Tex Window Shade Mfg. Co.

Jackson Shade Shop

Musgrove-Wells Bag Co.

Quality Shade & Awning Co.

W. D. Reamer Window Shade Co.

Texas Window Shade & Linoleum Co.

Wm. Volker & Co.

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**SHEARS hedge**

Willis L. McQueen

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A. B. C. Sheet Metal & Roofing Co.  
Acme Tin Shop  
Atlas Metal Works, Inc.  
Baynes Sheet Metal Works  
J. C. Cannon & Co.  
Dallas Air Conditioning Co.  
Dallas Heating & Ventilating Co.  
Edwards Mfg. Co. of Tex., Inc.  
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A. C. Horn & Co.  
Hinckley Co.  
Kemp Sheet Metal Works  
Kofahl Sheet Metal Works  
Lawlor Sheet Metal Works  
McNeill Sheet Metal Works  
New Process Roofing & Supply Co.  
Railton Sheet Metal Works  
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Sta-Lok Asphalt Shingle Mfg. Co.

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**SHIRTS work**

Higginbotham-Bailey-Logan Co.

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Procter & Gamble Mfg. Co.

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Coerver & Co., Inc.  
Dallas Show Case Co., Inc.  
Richardson Cabinet Works  
Standard Show Case Works

**Standard  
Show Case  
Works**

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Street

4-3013

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and  
STORE  
FIXTURES**

Store fixtures  
made as you  
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*All Designs*

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E. H. Crane Sign Co.  
Goodman Sign Company  
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Hibbits Sign Co.  
Lewis System Signs  
O K Advertising Sign Co.  
McCraney & Gatteys Sign Co.  
Roth Sign Co.  
Lawrence G. Schell Sign Co.  
Scott-Bludworth Sign Co.  
Sternkorb Sign Co.  
E. M. Woods

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COMPANY**

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Quantity Production  
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*In Same Location  
35 Years*

J. E. GREER, Owner

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Federal Electric Co.  
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J. F. Zimmerman & Sons, Inc.

*Electric Signs With  
Individuality*

We are equipped to  
serve and please  
you

**Federal Electric  
Company**

2710 Commerce St.  
7-8801

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Established 1901

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*Signs and Neon  
Displays*

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Phone 8-5558

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General Advertising Co.

**SIGNS Neon**

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*QUALITY  
Is the Answer*

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DALLAS, TEXAS

Federal Electric Co.  
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Neon Tube Light Sign Co.  
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Texlite, Inc.  
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*Specializing In  
NEON SIGNS*

Efficient, trained, skillful designers insure customer satisfaction.

**Federal Electric  
Company**

2710 Commerce St.  
7-8801

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DISTINCTIVE DESIGNS  
*Superior Workmanship*  
MODERN MATERIALS

*Make Texlite Spectacular  
Electrical Outdoor Advertising Displays among the foremost products of America.*

TEXTLITE, INC.  
2828 Factory Street  
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Texlite, Inc.

An advertising sign exercises maximum sales power only as long as it keeps its freshness unmarred.  
*For enduring sales appeal Specify*

TEXTLITE PORCELAIN ENAMEL  
TEXTLITE, INC.  
2828 Factory St. 5-6141

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Adhesive Mfg. Corp.

**SMOCKS**  
Fuller Uniform Co.

Hodge Garment Mfg. Co.

Marcey Lee Mfg. Co.

**SMOKE liquid**  
Figaro Co.

**SMOKESTACKS**  
Dallas Tank & Welding Co.

Texas Boiler & Machinery Co.

Wyatt Metal & Boiler Works

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Atlas Mfg. Co.

Dixie Disinfecting Co.

Magnolia Chemical Co.

H. B. Meyer & Son

National Disinfectant Co.

Southwest Chemical Corp.

**SOAP embalmers'**  
Morticians Supply Co.

**SOAPSTOCK cottonseed**  
Trinity Cotton Oil Co.

**SOLDER**  
American Smelting & Refining Works

Liberty Smelting & Refining Co.

National Lead Co.

Southern Lead Co.

**SOLDER liquid**  
Montag Cement Co.

**SPICES**

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Dal-Tex Coffee Co.  
Regal Foods, Inc.  
Ben H. Rosenthal & Co.  
Schnitzius Mfg. Co.  
Tex-Mex Foods, Inc.  
U. S. Coffee & Tea Co.  
Wilson Coffee & Tea Co.

**SPOONS tin**

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**SPRINGS and BUMPERS**

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Standard Spring & Axle Co., Inc.

Weaver Spring & Bumper Works

**SPRING SERVICE**

for all makes cars,  
trucks, trailers

**WEAVER  
SPRING and  
BUMPER  
WORKS**

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PHONE 7-8566

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Inc.  
Simmons Co.  
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FACTORIES  
CORP.**

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Mattresses

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Texas Automatic Sprinkler Co.

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Ross Equipment Co.

**SPRINKLERS lawn**  
Ross Equipment Co.

Texas Lawn Sprinkler Co.

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Weaver, Inc.

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Martin Stationery Co.

**A C M E**

**Rubber Stamp Co.**

Rubber Stamps

Corporate Seals

Notary Seals

1608½ Main Street

7-2705

Sleber Rubber Stamp Mfg. Co.



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SEALS...STENCILS  
FRED L. LAKE  
& CO.  
2-4444 1015 Elm Street**

**STATIONERS** manufacturing  
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Martin Stationery Co.  
Odee Company

**STATIONERY**  
Southwest Tablet Mfg. Co.,  
Tablet Division

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(fabricators)  
Austin Bros., Inc.  
Mosher Steel Co.  
Southern States Steel Corp.

**STEEL hollow drill**

F. C. Crane Co.

**STEREOTYPERS**

Dallas Electrotpe Co.  
Jaggars-Chiles-Stovall  
Sam Ross McElreath  
Western Newspaper Union

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Curved Printing

Plates

Wax Ruled

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Cast Stone Company of  
Texas  
Dallas Architectural Deco-  
rating Co.  
Dallas Cast Stone Co.  
Oates Stone Co.  
Southern Plastic Relief Co.

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Yard  
J. W. Cearley & Sons  
Indiana Limestone Corp.  
Oates Stone Co.  
Texas Cut Stone Co.  
Vermont Marble Co. of  
Texas

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(See Luggage)

## J. W. CEARLEY & SONS

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4-3810

GRANITE AND  
MARBLE MEMORIALS  
BUILDING STONE FOR  
ALL PURPOSES

**SUITS children's play**  
(See Clothing)

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Co.  
Le Gof Mfg. Co.

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Higinbotham-Bailey-Logan  
Co.

Hodge Garment Mfg. Co.  
Kohen-Ligon, Inc.  
L. & L. Mfg. Co.  
Lant: Mfg. Co.  
Lorch Mfg. Co.  
M. & F. Cloak & Suit Mfg.  
Co.

**SUPERPHOSPHATE**  
United Chemical Co.

**SUPPLIES school** (for teach-  
ing biology)  
South-Western Biological  
Supply Co.

**SUPPORTS arch**  
Hedgecock Artificial Limb  
& Brace Co.

**SUPPORTS and FRAMES**  
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Cullum & Boren Co.

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W. E. Grace Co.

**SWITCHBOARDS and  
PANELS**  
General Electric Co.  
Standard Electric Mfg. Co.

**SYRUPS beverage**  
Coca Cola Co.  
Dr. Pepper Co.  
National Nu-Grape Co.

**SYRUPS table**  
Dallas Coffee & Tea Co.  
Pure Food Products, Inc.  
Tex-Mex Foods, Inc.

**SYSTEMS amplifier**  
(See Equipment, sound)

**SYSTEMS gas**  
Butane Gas System Co.

## T

**TABLES kitchen**  
Hawley Co.

**TABLES steam**  
Huey & Phillip Hardware  
Co.

**TABLETS bronz**  
Lone Star Brass Foundry

**TABLETS writing**  
Southwest Tablet Mfg. Co.,  
Tablet Division

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C-E-Z Tag Co.

**TALLOW edible**  
Ben H. Rosenthal & Co.  
Wright & Patterson Packing  
Co.

**TALLOW inedible**  
Dallas Animal By-Products,  
Inc.  
Wright & Patterson Packing  
Co.

**TANKS septic**  
J. F. Smith & Sons

**TANKS sheet metal**  
Atlas Metal Works, Inc.  
O. K. Harry Steel Works  
Western Metal Mfg. Co.

**TANKS steel**  
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O. K. Harry Steel Works  
Mosher Steel Co.

**Texas Boiler & Machinery  
Co.**  
Williams & Davis Boiler &  
Welding Co.  
Wyatt Metal & Boiler Works

## DALLAS TANK & WELDING CO.

Complete Line of Welded  
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Acid Tanks, Ice Tanks,  
Bulk Storage Tanks,  
Gasoline Truck Tanks,  
Wagon Tanks, Water  
Tanks, Septic Tanks, Oil  
Storage Tanks, Reboil-  
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Exchangers, Barrel Sup-  
ports for Truck Tanks,  
Smokestacks, Air Ducts  
or Breeching for every  
ventilating purpose, all  
kinds of Hoppers,  
Chutes, Concrete Forms,  
Flow Tanks, Dry Clean-  
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Special Sheet Metal  
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Cowser & Co.

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Ewell Tent & Awning Co.  
Fulton Bag & Cotton Mills  
Jaffee Cotton Products Mfg.  
Co.

Musgrove-Wells Bag Co.  
Quality Shade & Awning  
Co.

**TEA**  
Dal-Tex Coffee Co.

**Semos Coffee & Tea Co.**  
U. S. Coffee & Tea Co.  
Wilson Coffee & Tea Co.

**TENTS**

Allison Awning & Storage  
Co.  
Dallas Tent & Awning Co.  
Ewell Tent & Awning Co.  
Fulton Bag & Cotton Mills  
Musgrove-Wells Bag Co.

**TEXTILES**

Dallas Cotton Mills Co.  
Texas Textile Mills

## DALLAS COTTON MILLS

Ducks of all types, in the  
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Osnaburgs ... and other  
specialties; mineral dyed  
khaki ducks, waterproof  
ducks.

Corinth and S. Lamar  
4-6600

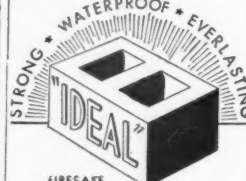
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CONCRETE STRUCTURAL TILE  
CONCRETE, TILE, BRICK,  
JOISTS, DRAIN TILE,  
MASONRY PAINT**  
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Co.

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Co.  
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Shop

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Tortillas Factory

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Well Made Novelty Co.

**TOWERS cooling**

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Ace High Trailer Works  
American Body & Equip-  
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**TRAILERS motion picture**  
National Screen Service of  
Texas, Inc.

**TRAILERS truck**  
American Body & Equip-  
ment Co.

**TRAYS serving**  
Inside Tray Co.  
Tray Service Co.

**TRIMMINGS dress**

A. Klein  
Maltex Fabrics, Inc.  
Princess Novelty Co.

**TRIMMINGS millinery**  
Princess Novelty Co.

**TRUNKS**

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Padgett Bros. Co.  
Henry Pollock—Luggage  
Wilkins Trunk Mfg. Co.

**TRUSSES**

Gray Elastic Products Co.

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Ball Typesetting Co.  
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## DALLAS LINOTYPING COMPANY

*Linotype  
Service to  
the Trade*

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DALLAS

Jaggars-Chiles-Stovall, Inc.  
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Inc.  
Superior Typesetting Co.

*Complete  
Typographic  
Service*

COMPOSITION

MATS

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1306 Marilla Street  
Phone 2-4591  
DALLAS

## U

**UNDERWEAR children's**  
Fashion Undergarment Co.  
Payne-Cowan Co.  
Silktex Corp.

**UNDERWEAR men's and  
boys'**  
Higinbotham-Bailey-Logan  
Co.

**UNDERWEAR women's**  
Bruck-Mandel, Inc.  
Dainton Co.  
Fashion Undergarment Co.  
Fox-Coffey-Edge Co.  
Higinbotham-Bailey-Logan  
Co.

Novelty Undergarment  
Manufacturers  
Payne-Cowan Co.  
Sally Frances Mfg. Co.  
Silktex Corp.



**UNIFORMS athletic**  
Cullum & Boren Co.

**UNIFORMS mechanics'**  
Richards Uniform Mfg. Co.  
Schoellkopf Co.

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Betty Brooks Co.  
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Fuller Uniform Co.  
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Leachman Garment Co.  
Paramount Uniform Co.  
Richards Uniform Mfg. Co.  
Thaxter Mfg. Co.  
True Fit Uniform Co.

**LEACHMAN  
GARMENT CO.**  
1814 S. HARWOOD ST.  
PHONE 4-2161  
Service Uniforms, Coats,  
Pants, Waitresses' Uni-  
forms, Professional  
Garments

**UNIFORMS school**  
Hodge Garment Mfg. Co.  
Southwestern School Supply  
Co.

**V**

**VALVES, gas-mixing**  
J. & S. Carburetor Co.  
Southwest Equipment Co.

**VALVES oil well**  
Merla Tool Co.

**VATS cattle dipping**  
Atlas Metal Works, Inc.

**VAULTS burial**  
Dallas Coffin Co.  
Heilman & Wirtz

**VENTILATORS foundation**  
Dallas Cast Stone Co.  
R. H. Hutchinson & Co.

**VENTILATORS kitchen**  
Dallas Engineering Co.

**VINEGAR**  
Aschner Mfg. Co.  
Dallas Vinegar & Blueing  
Co.  
Gregory-Robinson-Speas,  
Inc.  
Lyons Bros. Co.  
Schnitzius Mfg. Co.

**DALLAS VINEGAR  
AND BLUEING  
COMPANY**

2008 McKinney  
2-0775

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**W**

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Cloth Co.  
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Dallas Distilled Water Co.  
Electrified Water Co.

**WATER Seltzer**  
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Huge Extruded  
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AT LOW COST**

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# "Unaccustomed as I am to Public Speaking—"

SOME men are born with a 14-karat platform manner, a pipe organ voice, a precious "gift of gab."

But most men aren't that lucky. And they have to let their *deeds* speak for them.

When your typical Chamber of Commerce man tries speech-making he is likely to be out of his element. But when there's a job to do—anything from setting up a community Christmas tree to repairing the damages of fire or flood—then, watch things *happen!*

*Demonstration—not conversation—is up his alley.* It may not hold you spellbound, but it lasts longer.

Years from now the parks and playgrounds he fought for will be enjoyed by your children—and their children in turn.

Hospitals for which he raised funds will be functioning in their work of mercy.

Smokestacks silhouetted against the sky will be as monuments to his energy and zeal in bringing new industries—and their payrolls—to town.

Some hungry family will seek aid from the Community Chest—and get it.

Skyliners will land and take off from the airport he and his fellow Chamber of Commerce members helped establish.

In countless ways through countless days ahead his work will be making your community a happier, healthier, wealthier place to live.

Being a business man he is a *busy* man. Meeting bills and payrolls, managing a business, working for community welfare does not leave much time for elocution.



You'll have to excuse him if he doesn't talk much or answer the soap-box critics—*he's got work to do!*

*This advertisement is published by*

**SOUTHWEST BUSINESS** issued monthly in the interest of the great Southwest, distributed in the Southwest region—rich in oil, cotton, cattle, wheat, timber, orchards, truck gardens, citrus, sheep, goats, swine, quarries, mines, and many other material resources, many of them partially developed, some of them entirely untouched.

**SOUTHWEST BUSINESS** feels it its duty, as an executive publication, to assist in every possible way the promotion and publicizing of the continued growth and prosperity of this great Southwestern region. We have in the past, and will continue those policies which we think will be beneficial in furthering agriculture and industry in the Southwest.

